



February 12, 2018

Dear Neighborhood Friend,

For many years, early May has been greeted with much excitement by residents of Northwest Philadelphia as they await the first Saturday when Mt. Airy Day will be celebrated. Mt. Airy Day is many things:

- **A family friendly event with activities and games for children**
- **A culinary adventure with food vendors spotlighting many different cuisines**
- **A resource fair in which community agencies share their information about their services**
- **An opportunity to listen to and view local performing groups**
- **A time to mingle with fellow citizens of Northwest Philadelphia and to appreciate the diversity of our community**

Mt. Airy Day, since its inception, has been put on by a small group of dedicated volunteers from its two community associations, West Mount Airy Neighbors (WMAN) and East Mount Airy Neighbors (EMAN). This multi-faceted event could not be held each year without the financial support of local businesses. That is why we are approaching you at this time. Your financial support helps WMAN and EMAN to address all of the important details necessary for a successful event. Depending on your level of support, your donation will enjoy great visibility benefits, including logo placement on event signage and promotional print and online materials, including flyers, posters and the EMAN and WMAN websites. We will also recognize your support in press releases and social media outreach on Facebook and Twitter.

Mt. Airy Day will take place on **Saturday, May 5, 2018**. This year's Mount Airy Day promises to contain some surprises as our planning committee has made some changes to this beloved event in an effort to make it even more enjoyable to the community. However, Mt. Airy Day will still be, at its core, a great neighborhood celebration.

We hope you join us in support of this important event. We have attached a sponsorship form that outlines contribution levels and we would be happy to discuss how we could further tailor a sponsorship to your needs. We also welcome in-kind donations of food, print and copy services, and promotional support. If you have any questions, please contact Trish Murzyn, WMAN Executive Director, at wman19119@gmail.com. Thank you for your consideration.

Sincerely,

Trish Callahan Murzyn
West Mt. Airy Neighbors
Executive Director

West and East Mt. Airy Neighbors
Mt. Airy Day
Saturday, May 5, 2018

Sponsorship levels

Mt. Airy Level: \$2,500

- Banner hung on entertainment stage
- Complimentary Table
- Company logo featured prominently on Mt. Airy Day poster
- Company logo featured prominently on Mt. Airy Day website
- Logo prominently featured in all publicity including, but not limited to press releases, flyers and social media outreach
- Acknowledgement in West and East Mt. Airy Newsletters

Cliveden Level: \$1,500

- Complimentary table and your banner hung at event
- Company logo on Mt. Airy Day poster
- Company logo on Mt. Airy Day website
- Logo prominently featured in all publicity including, but not limited to press releases, flyers and social media outreach
- Acknowledgement in West and East Mt. Airy Newsletters

Upsala Level: \$750

- Complimentary Table and your banner hung at event
- Company logo on Mt. Airy Day poster
- Company logo included on all advertising
- Company name on Mt. Airy Day poster
- Acknowledgement in West and East Mt. Airy Newsletters

Hortter Level: \$500

- Complimentary Table
- Company name on Mt. Airy Day Website
- Company name included on all advertising
- Company name on Mt. Airy Day poster
- Acknowledgement in West and East Mt. Airy Newsletter

Pelham Level: \$250

- Company name Mt. Airy Day website
- Company name included on all advertising
- Acknowledgement in West and East Mt. Airy Newsletters

Sponsor the event that draws over 7,500 Mt. Airy residents each year! Your sponsorship provides essential support for the Mt. Airy Day celebration itself, and also for the community programs of East and West Mt. Airy Neighbors.

YES! My company will sponsor Mt. Airy Day 2018 at the following level

___ \$2,500 Mt. Airy ___ \$1,500 Cliveden ___ \$750 Upsala ___ \$500 Hortter
___ \$250 Pelham

I would like to be a Vendor at Mt. Airy Day \$75 _____

Other Sponsor Opportunities are available: please call 267-713-9626

Organization Name _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Please make check payable to "Mt. Airy Day Committee." Please mail to: Mt. Airy Day Committee, c/o WMAN, 6703 Germantown Avenue, Ste. 200 Philadelphia, PA 19119

Questions: call (267) 587-7319 or mtairyday@gmail.com

**Mt. Airy Day 2018
May 5, 2018 11:00 AM - 5:00 PM
On Germantown Ave. between Johnson and Hortter Street
www.MtAiryDay.org**