



Join the Memorial Library of Nazareth on Saturday, October 7, 2023 for an amazing annual community event and fundraiser. The library's partnership with our supporting municipalities and local businesses is one event that you will not want to miss!

Projected attendance: 1,400 – 1,800

Attendance: families, businesses owners and managers, non-profit organizations, government personnel, and local and political leaders.

**Sponsorship deadline: July 7, 2023**

### **MLNV Title Sponsor: \$10,000 (Limit 1)**

- Event naming rights: The [COMPANY NAME] Touch-a-Truck Festival
- Top billing on library marketing materials, including physical and digital signage, e-newsletter, social media and promotional mentions
  - Company recognition/logo on various marketing materials, including the library's web presence, Facebook, and Instagram
  - Company recognition/logo on Facebook posts (minimum 10)
  - A text-driven recognition message to 1,000+ text-subscribers
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through December 2023
  - Company recognition/logo on website through December 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through December 2023
  - Company recognition/logo onsite at event
- Company name/logo on front of 500 complimentary T-shirts for first 500 attendees,
- Prominent display of support in attendee promotions the day of the event
- Invitation to join the Executive Director on any press interview opportunities
- Quote and priority recognition in press release
- Twenty-five (25) free tickets to attend the Touch-a-Truck event
- Four (4) free tickets and an opportunity to speak at the library's annual fall concert fundraiser in November 2023

### **MLNV T-shirt Sponsor: \$8,000 (Limit 1)**

- Prominent recognition as a "T-shirt Sponsor" on a press release and all marketing materials
- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions. Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through December 2023
  - Company recognition/logo on website through December 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through December 2023
  - Company recognition/logo onsite at event
- Company name/logo on full back of 500 complimentary T-shirts for first 500 attendees, with the library responsible for T-shirt production
- Business listed on the press release
- Four (4) free tickets to attend the Touch-a-Truck event

## **MLNV Gold Sponsor, for Features Pavilion: \$5,000 (Limit 1)**

- Prominent recognition for Features Pavilion area (featuring special demos and activities from youth-oriented businesses and community groups; may feature karate demonstration, dance demonstration, braiding bar, etc.)
- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through November 2023
  - Company recognition/logo on website through November 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through November 2023
  - Company recognition/logo onsite at event
  - Company recognition/log on Facebook posts (minimum 6)

## **MLNV Families in Need Sponsor: \$3,500 (Limit 1)**

- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo on website through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
  - Company recognition/logo onsite at event
- Two hundred (200) tickets to be distributed to those local families that may not have the funds to pay for their family/children to attend (\*MLNV will work with the Nazareth Area School District to identify families in need.)

## **MLNV Silver Sponsor, for Food Court Pavilion: \$2,500 (Limit 2)**

- Prominent recognition for Food Court Pavilion area, to offset cost of utilities for event
- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo on website through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
  - Company recognition/logo onsite at event
  - Company recognition/logo on Facebook posts (minimum 3)

## **MLNV Craft Pavilion Sponsor: \$2,500 (Limit 1)**

- Prominent recognition for Craft Pavilion area (featuring special arts-and-crafts activities)
- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo on website through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
- Recognition at the event as "Craft Pavilion" Sponsor onsite at the event
- Includes craft materials, dependent upon sponsor need

### **MLNV Goodie Bag Sponsor: \$2,000 (Limit 1)**

- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo on website through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
  - Company recognition/logo onsite at event
- Company-supplied branded bags for all attendees (750-1,000 maximum) – may include promotional items

### **MLNV Bronze Sponsor: \$1,500 (Limit 3)**

- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo on website through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
  - Company recognition/logo onsite at event

### **MLNV Ticket Sponsor: \$1,500 (Limit 1)**

- Recognition on various library marketing materials and e-newsletter, social media and promotional mentions.  
Company recognition/logo on all marketing materials
  - This includes the library's web presence, Facebook, and Instagram
  - Exposure in the library's newsletter that reaches over 9,000 patrons, through October 2023
  - Company recognition/logo looped on the electronic bulletin board in the lobby of the library through October 2023
- Company recognition/logo on all tickets as ticket sponsor

### **MLNV Loyal Partner: \$500**

- Recognition on library website
- Recognition onsite at event

### **MLNV Friend: \$250**

- Recognition on library website

Please note that length of time for sponsorship incentives are dependent on date of commitment. For additional information or questions related to being a 2023 Touch-a-Truck sponsor, please contact Holly Bennett @ [hbennett@nazarethlibrary.org](mailto:hbennett@nazarethlibrary.org).

The Memorial Library of Nazareth and Vicinity is a 501(c)(3) nonprofit entity. No goods or services are exchanged for your donation. Please consult your accountant for contribution deductibility.

2023 Memorial Library of Nazareth and Vicinity  
Touch-a-Truck Festival Sponsorship Form

**Yes, the Memorial Library of Nazareth and Vicinity can count on my support as a sponsor of the Touch-a-Truck Festival!**

STEP ONE: Choose a sponsorship level:

|       |  |                   |
|-------|--|-------------------|
| _____ | <b>Title Sponsor:</b>                          | \$10,000 donation |
| _____ | <b>T-shirt Sponsor:</b>                        | \$8,000 donation  |
| _____ | <b>Gold Sponsor, for Features Pavilion</b>     | \$5,000 donation  |
| _____ | <b>Families in Need Sponsor</b>                | \$3,500 donation  |
| _____ | <b>Silver Sponsor, for Food Court Pavilion</b> | \$2,500 donation  |
| _____ | <b>Craft Pavilion Sponsor</b>                  | \$2,500 donation  |
| _____ | <b>Goodie Bag Sponsor</b>                      | \$2,000 donation  |
| _____ | <b>Bronze Sponsor</b>                          | \$1,500 donation  |
| _____ | <b>Ticket Sponsor</b>                          | \$1,500 donation  |
| _____ | <b>Loyal Partner</b>                           | \$500 donation    |
| _____ | <b>Friend</b>                                  | \$250 donation    |

You will be contacted immediately and provided with other options if your sponsorship level is limited and has already been filled.

STEP TWO: Choose one payment method:

\_\_\_\_\_ My donation check is enclosed. (Include this completed form with a donation check made payable to MLNV with “TATF 2023 Sponsorship” on the memo line. Mail to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius).

\_\_\_\_\_ I authorize the MLNV to charge my credit card for my sponsorship donation. (Please complete the fields below and mail this form to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius).  
Printed name on card: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

SEC: \_\_\_\_\_ Signature: \_\_\_\_\_

\_\_\_\_\_ I prefer to provide my credit card payment via phone or the MLNV website and would like to be contacted by the MLNV bookkeeper for this purpose. (Please mail this form to Memorial Library of Nazareth and Vicinity, 295 E. Center St., Nazareth, PA 18064, attn: Jill Silvius. She will reach out to you).

STEP THREE: Email logo and company name as you would like them to appear on promotions to [jsilvius@nazarethlibrary.org](mailto:jsilvius@nazarethlibrary.org).