



EASTON AREA HERITAGE DAY | PO Box 164 | EASTON, PA 18044-0164
a 501(c)3 organization

January 2017

Dear Friend of Easton Area Heritage Day:

In 1776, before the Declaration of Independence could be ratified, it had to be read aloud to the citizens, many of whom could not read. One of the earliest documented readings occurred here, in Easton, on July 8, 1776. Other readings occurred in Philadelphia and Trenton.

On July 9, 2017 the Declaration will again be read aloud to the people of Easton and the surrounding communities at Easton Area Heritage Day. This celebration, now in its fortieth year, showcases the city's role in our nation's history to over 45,000 visitors. An editorial in *The Express-Times* called the event "...one for the history books." The 2016 Official Visitors guide of the Lehigh Valley call this event one of Easton's "crown jewel" festivals. We, the Board of Directors of Heritage Day, wholeheartedly agree! Our focus continues to emphasize the rich history and culture of Easton, the Lehigh Valley, and our nation. Culminating at 9:30 PM a breathtaking fireworks display will dazzle the crowd at the Forks of the Delaware.

This event is not paid for by the City of Easton and its success is due to the efforts of our all-volunteer staff and the generous support of our sponsors. We ask you to help us continue this tradition of excellence. This is an excellent opportunity to promote your organization while at the same time supporting the community. A list of suggested Sponsorship Levels is included with this letter. Please know that your contribution in any amount will be greatly appreciated. If you prefer to make an in-kind donation of needed services or supplies, we will be happy to discuss that with you.

On behalf of the Board of Directors, we look forward to working with you and recognizing your role in making the 40th Annual Easton Area Heritage Day truly historic. Please contact me if you have any questions. Thank you.

Sincerely,

Lori Catanzaro
Sponsorship Chairperson
(610) 390-6520
lori.heritageday@gmail.com

JULY 9, 2017



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2017 SPONSORSHIP LEVELS

<p>\$15,000 ROCKETS' RED GLARE PREMIERE EXCLUSIVE SPONSORSHIP</p> <p>Fireworks Sponsored By ...</p> <ul style="list-style-type: none"> • On our website with your logo • On printed materials with your logo • On banners and signs at both day and evening venues • A 10' x 20' promotional space • Your marketing materials at Information Booth • 10 Hospitality Room passes 	
<p>\$10,000 INDEPENDENCE</p> <ul style="list-style-type: none"> • Riverside Amphitheater sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Banners at both day and evening venues • Your marketing materials at Information Booth • 8 Hospitality Room passes 	<p>\$7,500 FOUNDER</p> <ul style="list-style-type: none"> • Scott Park Stage sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Banners at both day and evening venues • Your marketing materials at Information Booth • 6 Hospitality Room passes
<p>\$5,000 FREEDOM</p> <ul style="list-style-type: none"> • Heritage Stage sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Banners at both day and evening venues • Your marketing materials at Information Booth • 4 Hospitality Room passes 	<p>\$2,500 LIBERTY</p> <ul style="list-style-type: none"> • Star-Spangled Stage sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Banners at both day and evening venues • Your marketing materials at Information Booth • 2 Hospitality Room passes
<p>\$1,500 PATRIOT</p> <ul style="list-style-type: none"> • Pint-Sized Stage or Homespun Stage sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Signs at both day and evening venues • Your marketing materials at Information Booth • 2 Hospitality Room passes 	<p>\$1,000 MILITIA</p> <ul style="list-style-type: none"> • Hospitality Room sponsorship • Your logo on our website • Your logo on printed materials (subject to timing) • Signs at both day and evening venues • Your marketing materials at Information Booth • 2 Hospitality Room passes
<p>\$500 MINUTEMAN</p> <ul style="list-style-type: none"> • Shady Spot Tent sponsorship • Your logo on our website • Your marketing materials at Information Booth 	<p>\$250 CITIZEN</p> <ul style="list-style-type: none"> • Your logo on our website

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