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

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February 2018

## Hear Ye! Hear Ye!

Dear Friends 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 in addition to readings in Philadelphia and Trenton.

On July 8, 2018 the Declaration will again be read aloud to all those assembled in the great city of Easton for the 43<sup>rd</sup> Annual Easton Area Heritage Day. This celebration showcases Easton's role in our nation's history and will host well over 65,000 visitors. Our focus continues to emphasize the rich history and culture of Easton, the Lehigh Valley, and our nation. The streets will be lined with reenactors, traditional artisans, children's activities, musical performers, and plenty of food and drink. All this will culminate at 9:30 PM with the breathtaking fireworks display at the Forks of the Delaware.

This event is brought to you by the year-long efforts of our all-volunteer Board and the generous support of our sponsors. This is an excellent opportunity to promote your organization while at the same time supporting your community. Your logo will be prominently displayed on our website for an entire year which is seen by thousands, and you will be included in our social media shoutouts. A list of suggested sponsorship levels is included with this letter. Your contribution in any amount is greatly appreciated.

Volunteers are the heart of any community celebration and are vital for the success of Heritage Day. Volunteering opportunities are available for you and your colleagues. We'd love to have you join us!

On behalf of the Board of Directors, we look forward to working with you and recognizing your role in making the 43<sup>rd</sup> Annual Easton Area Heritage Day truly historic. We invite you to visit our webpage to see all that is offered [www.heritageday.org](http://www.heritageday.org). Please contact me if you have any questions.

Thank you!

Sincerely,

Lori Catanzaro  
Sponsorship Chairperson  
(610) 390-6520

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**JULY 8, 2018**

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[lori.heritageday@gmail.com](mailto:lori.heritageday@gmail.com)

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**2018 SPONSORSHIP LEVELS**

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

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**\$500 MINUTEMAN**

- Shady Spot Tent sponsorship
- Your logo on our website
- Your marketing materials at Information Booth
- Shoutouts on our Social Networking Platforms - Facebook, Twitter, & Instagram

**\$250 CITIZEN**

- Your logo on our website
- Shoutouts on our Social Networking Platforms - Facebook, Twitter, & Instagram

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