



## PALMER TOWNSHIP COMMUNITY WEEKEND

TOWNSHIP OF PALMER • NORTHAMPTON COUNTY, PA

Municipal Building, 3 Weller Place, Palmer, PA 18045-1975, Tel. 610-253-7191, Fax 610-253-9957

Website: [palmertwp.com](http://palmertwp.com)

### Palmer Township Community Days Sponsorship Form

Event Dates: August 14-17, 2025

Location: Fairview Park

**New Feature:** 6.6 x 13 ft LED Video Wall showcasing sponsor advertisements

Thank you for considering a sponsorship opportunity for Palmer Township Community Days! Your support helps us bring exciting events and entertainment to the community. By participating, you show your Palmer Pride and demonstrate that your business is an essential part of what makes our community thrive.

Palmer Township Community Days is a cherished tradition spanning over 40 years at Fairview Park. It's a time when neighbors, families, and friends come together to celebrate our vibrant community with fun, food, and entertainment. This year, we're thrilled to enhance this beloved event with a brand-new 6.6 x 13 ft LED Video Wall! This cutting-edge display will capture everyone's attention with its vibrant visuals and engaging content. The video wall is designed to be visible both day and night, ensuring your ad stands out regardless of the time. Not only will your ad shine, but the screen will also feature community posts, the event schedule, trivia, and more—keeping audiences glued to the board and your message front and center. Ads and videos must be submitted in high resolution to maximize their visual impact. Don't miss this exciting opportunity to be part of a festival first!

By sponsoring, you gain unparalleled visibility and community goodwill. In addition to your spotlight on the our video wall, here's how we make sure your sponsorship gets the spotlight it deserves:

- Your business will be featured on our Palmer Township website.
- You'll be mentioned in the Palmer Township November Newsletter, a great way to keep your brand in the spotlight even after the festival.
- Your name will appear on a prominent banner displayed throughout Community Weekend.
- We'll showcase your sponsorship on our Palmer Township Community Weekend Facebook Page, amplifying your reach online.

**This is more than advertising, it's a chance to connect with thousands of attendees, build brand loyalty, and demonstrate your commitment to the Palmer community.**

## **Sponsorship Levels**

### **Platinum Sponsor - \$1,000 and up**

- Ad type: 2-slide static ad which runs 4 times per playlist rotation OR a 30-second video commercial that runs 3 times per playlist rotation
- Recognition as a band or fireworks sponsor (top 5 sponsors only)
- Opportunity to sponsor movie night (top 5 sponsors only)
- Exclusive sponsor tent on your sponsorship night to greet attendees and distribute marketing materials (top 5 sponsors only)
- Additional slide: +\$200 per slide

### **Gold Sponsor - \$500 - \$999**

- Ad type: 8-10 second ad, runs twice per playlist rotation
- Playlist runs multiple times each night
- Additional slide: +\$200 per slide

### **Silver Sponsor - \$150 - \$499**

- Ad type: 8-10 second ad, runs once per playlist rotation
- Playlist runs multiple times each night
- Additional slide: +\$200 per slide

## **Additional Information**

- The LED Video Wall will display ads throughout Community Days during peak attendance hours.
- The playlist featuring sponsor ads will run multiple times per evening, ensuring frequent visibility.
- Ads must be submitted in one of the following formats: static image (JPEG/PNG) or video (MP4).
- Ads and videos must be submitted in high resolution to ensure the best quality.
- Deadline for ad submission: July 15, 2025

## **Content Guidelines:**

To ensure that all content remains appropriate for a family-friendly environment, all ads must be suitable for all age groups. Inappropriate language, imagery, themes, or political content is prohibited. This includes, but is not limited to, violence, adult content, political endorsements, or divisive topics. We ask that your content reflects the values and spirit of our community.

**Sponsor Information**

Contact Name: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Level**

(Select one)

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**Ad Details**

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Ad Dimensions:

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- Static Ad: 6.6 x 13 ft (high-resolution format required)
  - Video Ad: Up to 30 seconds (Platinum only)

**Payment Information**

Make checks payable to Palmer Township Community Weekend and send to:

3 Weller Place

Palmer, PA 18045

For questions, please contact us at [cw@palmertwp.com](mailto:cw@palmertwp.com)

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**Signature**

By signing below, I confirm my sponsorship commitment and understand that my ad must be submitted by July 15, 2025 to be included in the video wall playlist.

To be considered for band/fireworks/movie night sponsorship, your sponsorship commitment must be received by June 1, 2025.

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

Date: \_\_\_\_\_

Thank you for your support! We look forward to showcasing your business or organization during Palmer Township Community Days!