



# Winter Festival

## 2020 Sponsorship Program



Twin Rivertown Projects, Inc.  
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## **Welcome to our 2020 Winter Festival – January 18 to 26!**

2020 marks the twenty-third year for the Lambertville New Hope Winter Festival. The Festival is hosted by Twin Rivertown Projects, Inc. - a group of dedicated board of directors and many volunteers who give generously of their time - from late summer up to and including the Winter Festival activities.

The goal of the Festival is to:

- provide a healthy, invigorating cold-weather experience in our twin town communities
- demonstrate that our multi-faceted communities are active destinations for those looking for exciting and diverse activities during the winter months
- raise funds and awareness for local non-profit organizations

Twin Rivertown Projects Inc. was incorporated as a Pennsylvania Non-Profit Corporation with by-laws dated October 16, 1998 for charitable and educational purposes, and holds IRS Tax Exempt status 501(c)(3).

## **PLEASE CONSIDER ONE OF OUR SPONSORSHIP PACKAGES!**

### **Winter Festival History**

In 1995, local business owner Louise Decker got the idea to hold a Winter Carnival, similar to the ones held in the ski areas of New England. With the help of interested colleagues and friends, Louise pulled it all together, creating family-friendly events that brought the entire community together. The first Lambertville Winter Carnival was a huge success!

That first year there were, among other activities: ice carvings, cross country ski lessons, and a torch light parade down Belle Mountain. (Belle Mountain was a small ski slope at the southern end of Lambertville. It closed in 1998.) By the second year, more people were interested in participating and the event became what is now termed the Lambertville New Hope Winter Festival.

The Festival is now spread out over nine days with a host of family-friendly activities. It brings thousands of visitors to the area and keeps dozens of volunteers quite busy!

## SPONSORSHIP LEVELS – OVERVIEW

Benefit	Platinum \$4,000	Gold \$2,000	Silver \$1,000	Bronze \$500	Patron \$250
Name or Logo on Sponsor page of WF Website	x	x	x	x	x
Name or Logo on WF Rack Card*	x	x	x	x	
Name or Logo on every page of WF Website	x				
Complimentary Tickets to VIP Concert Reception	4	2			
Complimentary Tickets to Concert	4	2			
Complimentary Tickets to Chili Cook-Off	2	2	2		
Complimentary Tickets to Beef 'n' Brew	2				
Complimentary Tickets to Oldies Dance Night			2		
Complimentary Tickets to Taste of WF	2	2	2	2	2

\* These sponsor benefits are for those who commit to sponsorship before materials go to print.

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## SPONSORSHIP LEVELS - PLATINUM

### PLATINUM - \$4,000 Donation

- Company name, logo, and link on EVERY page of the Winter Festival website
- Placement of your business / corporate logo on the Winter Festival rack card that is distributed before events begin (Sponsor committed needed by 11/1/19)
- Six complimentary VIP concert tickets (includes pre-concert reception)
- Two complimentary tickets for each of the following events:
  - Taste of Winter Fest
  - Beef 'n' Brew
  - Chili Cook-Off

## SPONSORSHIP LEVELS – GOLD & SILVER

### GOLD - \$2,000 Donation

- Company name, logo, and link on the SPONSOR page of the Winter Festival website
- Placement of your business / corporate logo on the Winter Festival rack card that is distributed before events begins (Sponsor committed needed by 11/1/19)
- Four complimentary VIP concert tickets (includes pre-concert reception)
- Two complimentary tickets for each of the following events:
  - Chili Cook-Off
  - Taste of Winter Fest

### SILVER - \$1,000 Donation

- Placement of your business / corporate logo on the Winter Festival rack card that is distributed before events begins
- Company name, logo, and link on the SPONSOR page of the Winter Festival website
- Two complimentary tickets for each of the following events:
  - Concert
  - Chili Cook-Off
  - Taste of Winter Fest

## SPONSORSHIP LEVELS – BRONZE & PATRON

### BRONZE - \$500 Donation

- Placement of your business / corporate logo on the Winter Festival rack card that is distributed before events begin
- Company name, logo, and link on the SPONSOR pages of the Winter Festival website
- Two complimentary tickets for the following events:
  - Taste of Winter Fest

## **PATRON - \$250 Donation**

- Company name, logo, and link on the SPONSOR pages of the Winter Festival website
- Two complimentary tickets for the following event:
  - Taste of Winter Fest

## **YOU OR YOUR COMPANY CAN ALSO SUPPORT THE WINTER FESTIVAL THROUGH AN INDIVIDUAL EVENT SPONSORSHIP FROM THE PROGRAM LIST BELOW!**

### **INDIVIDUAL EVENT SPONSORSHIP PROGRAM**

You or your company may sponsor an individual event! Your business will be highlighted as the “Event Sponsor” as well as receiving the list of recognition awards that correspond with your level of support (refer to Gold, Silver, Bronze, and Patron levels). Any donation amount can be applied to an event and be acknowledged as a “thankful” sponsor partner.

<b>Event</b>	<b>Sponsorship Cost</b>
Winter Festival Concert	\$ 2,500
Chili Cook-Off	\$ 1,500
Oldies Dance Party	\$ 1,000
Inn to Inn Tour	\$500
Solebury Historical Society Event	\$500
Food and Shop Tour	\$250
Winter Festival Event Pub Crawl	\$ 1,000
Gallery Art Crawl	\$ 500
Karla’s Annual Themed Event	\$ 500
Winter Fest Blues	\$ 500
Taste of Winter Fest	\$ 1500
Beef ‘n’ Brew	\$ 500
New Hope Parks & Rec Event	\$ 1000
Ice Sculptures	\$ 2000
Children’s Activities	\$ 500
Food Drive	\$ 250
Snow Folk Art	\$ 250

## **2019 BENEFICIARIES**

**Some of the beneficiaries received payment as a percentage of  
the money raised for an event they sponsored or facilitated**

Bucks County Audubon Society  
Central Bucks Emergency Medical Service  
Delaware River Towns Chamber of Commerce  
Eagle Fire Company  
Fisherman's Mark  
Free Library of New Hope Solebury  
Friends of the Delaware Canal  
Greater New Hope Chamber of Commerce  
The Kalmia Club Lambertville  
Lambertville Historical Society  
Lambertville Fire Department  
Lambertville Police Department  
Lambertville Recreation Commission  
Lambertville Ambulance & Rescue Squad  
New Hope Celebrates  
New Hope Historical Society  
New Hope Park & Recreation  
New Hope Police Department  
New Hope - Lambertville Rotary  
New Hope - Solebury High School Scholarship  
Sister Cities Food & Shop Tours  
Solebury Parks & Recreation  
Solebury Police Department  
South Hunterdon High School Scholarship