



# Newtown Fire Association

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Dear Local Business Owner,

On Saturday, September 17<sup>th</sup>, 2016, the Newtown Fire Association will be hosting the annual Newtown Beerfest. This is our largest fundraising event of the year. We would be SO pleased if there is ANYTHING your organization can do to assist in our fundraising efforts. Newtown Fire Association is a volunteer, non-profit organization and all donations are tax deductible. We utilize the money that is raised to buy equipment and provide training that allows us to keep our community safe. As a local business owner, I'm sure you take great pride in serving the community. We share that pride and enjoy serving Newtown and the surrounding communities and keeping everyone safe.

Hopefully you will view this opportunity as mutually beneficial. It would allow you to give back to your local community and also gain great exposure for your business. This event is attended by over 3000 people and we would love it if you could consider one of our official sponsorship levels (see attached). However ANYTHING you can give would be greatly appreciated.

Please rest assured that citizen safety is our #1 concern and we promote designated drivers, offering discounted admission, water and have partnered with local taxi companies do our best to make sure everyone gets home safely.

Please let us know if you would be willing to help our department raise money to better serve the community. Again ANY donation is appreciated. Please let us know if you have any questions. We would be happy to stop in and speak with you in person if you wish. Thanks in advance for your consideration.

Sincerely,

The Newtown Fire Association



# Newtown Beerfest Sponsorship Opportunities

The Newtown Fire Association (NFA) presents the 2016 **Newtown Beerfest**

**Date:** Saturday - September 17th, 2016 - *Rain or Shine*

**Beer Garden Location:** The Stocking Works Complex  
410 South State Street, Newtown PA

**Time:** First Tap: 12:30pm – 2:00pm  
General Admission: 2:00pm – 5:30pm

**Net Proceeds Utilized For:** Newtown Fire Association

Become a member of “The 2016 Brew Crew” to support Newtown’s Volunteer Fire Department!

<b>First Tap Sponsors:</b>	<i>The First Tap is for beer aficionados. This will be held from 12:30PM until 2:00PM. The session is limited to just 600 patrons who will have the opportunity to sample exceptionally unique and rare brews. The diminutive setting provides an excellent opportunity to personally interact with brewers to converse about their products.</i>
\$5,000 Donation	<i>First Tap attendees receive the official 2016 Newtown Beerfest T-Shirt and a food ticket.</i>
	<ul style="list-style-type: none"><li>★ Opportunity to Issue a Press Release with the Newtown Fire Association;</li><li>★ You and a guest will be our guest of honor at the Annual NFA Banquet in the spring;</li><li>• Opportunity to hang your company banner at the event;</li><li>• Your name will be listed on the food ticket given to all First Tap Attendees;</li><li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li><li>• Your name will be advertised on our website with a link to your website.</li></ul>

[www.NewtownBeerfest.com](http://www.NewtownBeerfest.com)

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(Continued)

<p><b>Pilsner Sponsor:</b></p> <p><i>\$3,500 Donation</i></p>	<p><i>This is the only glass used to taste beer samples during this event.</i></p> <ul style="list-style-type: none"> <li>★ Opportunity to Issue a Press Release with the Newtown Fire Association;</li> <li>• Your name will be printed on 3,200 pilsner tasting glasses given to each attendee as they enter the festival;</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li> <li>• Your name will be advertised on our website with a link to your website.</li> </ul>
<p><b>Water Closet Sponsor:</b></p> <p><i>\$3,000 Donation</i></p>	<p><i>Guaranteed most visual exposure by every attendee.</i></p> <ul style="list-style-type: none"> <li>★ Opportunity to Issue a Press Release with the Newtown Fire Association;</li> <li>• Posters with your name on them will be posted on the doors of all the porta potties;</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li> <li>• Your name will be advertised on our website with a link to your website.</li> </ul>
<p><b>Music Sponsors:</b></p> <p><i>\$2,000 Donation</i></p> <p><u>Two Available – One per Stage</u></p>	<ul style="list-style-type: none"> <li>★ Opportunity to Issue a Press Release with the Newtown Fire Association;</li> <li>• Opportunity to hang your company banner over one of our two music stages;</li> <li>• Announcements will be made before each band stating the music was sponsored by you;</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li> <li>• Your name will be advertised on our website with a link to your website.</li> </ul>

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(Continued)

<p style="text-align: center;"><b>Event Map Sponsors:</b></p> <p style="text-align: center;"><i>\$1,000 Donation</i></p>	<p><i>Great way to communicate to over 3,000 attendees.</i></p> <ul style="list-style-type: none"> <li>• Your company logo will be printed on the Event Map handed to 3,000 attendees as they enter the event;</li> <li>• Opportunity to hang your company banner at the event;</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li> <li>• Your name will be advertised on our website with a link to your website.</li> </ul>
<p style="text-align: center;"><b>General Sponsors:</b></p> <p style="text-align: center;"><i>\$750, \$500, \$250 or \$100 Donation</i></p>	<p><i>Great way to communicate to over 3,000 attendees</i></p> <p><b>\$750</b></p> <ul style="list-style-type: none"> <li>• Your name will be advertised on our website with a link to your website;</li> <li>• Your name will be listed on the Event Map that is handed out to the attendees;</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li> <li>• Opportunity to hang your company banner at the event.</li> </ul> <p><b>\$500</b></p> <ul style="list-style-type: none"> <li>• Your name will be advertised on our website with a link to your website;</li> <li>• Your name will be listed on the Event Map that is handed out to the attendees; and</li> <li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale.</li> </ul> <p><b>\$250</b></p> <ul style="list-style-type: none"> <li>• Your name will be advertised on our website with a link to your website; and</li> <li>• Your name will be listed on the Event Map that is handed out to the attendees.</li> </ul> <p><b>\$100</b></p> <ul style="list-style-type: none"> <li>• Your name will be advertised on our website with a link to your website.</li> </ul>

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(Continued)

<b>In Kind Sponsors</b>	<p><i>Water bottles, Designated Driver T-Shirt, Trash and Recycling, etc.</i></p> <p><i>All in kind sponsors receive the following:</i></p> <ul style="list-style-type: none"><li>• Opportunity to hang your company banner at the event.</li><li>• Your name will be listed on the backside of the Official Newtown Beerfest T-Shirt for sale; and</li><li>• Your name will be advertised on our website with a link to your website.</li></ul>
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Should you have any questions, please feel free to contact Carl Forsyth at 215-370-5155. Please have all donations in by August 1<sup>st</sup> 2016. Please make checks out to The Newtown Fire Association and mail them to Newtown Beerfest – P.O. Box 472 – Newtown, PA 18940 or contact us to pick them up. We hope to see you at this fund raising event. Thank you for your continued support.

Cheers,

The Newtown Beerfest Committee  
P.O. Box 472  
Newtown, PA 18940  
info@newtownbeerfest.com

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