



16th ANNUAL

A Taste of
YORK CITY

FRIDAY, FEBRUARY 23, 2018

VALENCIA BALLROOM • YORK, PA

SPONSORSHIP OPPORTUNITIES





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A Taste of YORK CITY

FRIDAY
FEBRUARY 23, 2018
VALENCIA BALLROOM
6:30 PM - 11:00 PM
YORK, PA

ABOUT THE EVENT

A Taste of York City celebrates all the things that make York, PA a great place to live, work, and play. **A Taste of York City** is an opportunity to mingle with the community and enjoy an outstanding cocktail reception, a seated, gourmet dinner with each course provided by a different York City restaurant, live entertainment and silent & live auctions of thoroughly enjoyable experiences, fun-filled entertainment and cultural amenities - all while supporting the local community.

A Taste of York City will return to the legendary Valencia Ballroom, downtown York on Friday, February 23, 2018. This will be the biggest event yet. Proceeds from the event directly support the growth and all York City Special Events.

Since its inception, **A Taste of York City** has sold out each year with more than 300 attendees and raised over \$200,000.

Your support of **A Taste of York City** shows your commitment to the local community to more than 300 attendees and to thousands who we reach daily through our programs and communications for our community events.



For More Information, Visit: www.ATasteOfYorkCity.org

Daphne Plump | Event Producer | Email: events@dplump.com | Phone: 661.478.6512



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WHY SUPPORT THE EVENT?

Why Become a Sponsor?

With **A Taste of York City**, you are reaching a high-income, clearly defined audience. You are connecting with the community in an event that will be talked about and remembered. **A Taste of York City** is an ideal tool to complement the marketing, public relations and community service goals of your company.

Sponsorship Objectives

York City wants to make sure you receive the most recognition possible for your sponsorship. We will do our best to leverage your sponsorship in a manner that enhances your company's brand, reputation, image and bottom-line results. We have the experience and knowledge necessary to do the job right. You can rest assured that the 16th Annual **A Taste of York City** will be well organized, publicized, attended and worth your sponsorship investment.

Generate Benefits

In exchange for your restaurant sponsorship, 250 guests will have the opportunity to sample your menu and take home restaurant literature. Your sponsorship is a perfect setting in which to showcase your business, a specialty item or launch a new culinary delight. In addition, your company will be promoted on the official event website, York City website, social media pages and the press.

Become Involved in the Community

The goal of **A Taste of York City** is not only to throw a great party, but to raise money for the 2018 Special Events. Your community and corporate support is greatly appreciated.



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PAST & CURRENT SUPPORTERS

Saluting Our Corporate and Community Supporters



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SPONSORSHIP CONTRIBUTION

THANK YOU FOR YOUR SUPPORT. YOUR SUPPORT IS TAX DEDUCTIBLE.

SUPPORTER - \$1,500

- Logo on event website linked to company website.
- One (1) General Table seating 8 people total.
- Full page, color ad in event program.
- Two posts per month on Facebook.
- Recognized in event news release distributed to local media.

COMMUNITY SPONSOR - \$3,500

- Logo on event website linked to company website.
- Logo placed on materials & event signage.
- Logo placed on red carpet Step & Repeat banner.
- Two (2) VIP Tables seating 8 each (16 people total).
- One (1) Display Table with floor length linen.
- Special wine service at each table.
- Full page, color ad in event program.
- Weekly posts on Facebook.
- Opportunity to place item in guest gift bag (350).
- Recognized in dedicated news release distributed to local media.

PARTNER - \$2,500

- Logo on event website linked to company website.
- Logo placed on materials & event signage.
- One (1) VIP Table seating 8 people total.
- One (1) Display Table with floor length linen.
- Half page, color ad in event program.
- Three posts per month on Facebook.
- Recognized in event news release distributed to local media.

PRESENTING SPONSOR - \$5,000

- Listed as Presenting Sponsor and "Presented By".
- Dedicated page on event website.
- Logo prominently placed on materials & event signage.
- Logo prominently displayed on red carpet Step & Repeat
- Two (2) VIP Tables seating 8 each (16 people total)
- One (1) Display Table with floor length linen.
- Special wine service at each table.
- Verbal recognition onstage during the event.
- Full page, color ad in event program.
- Bi-weekly posts on Facebook from commitment to event day.
- Opportunity to place item in guest gift bag (350).
- Recognized in dedicated news release distributed to local media.

HALF PAGE AD - \$80

Displayed in Event Program, Facebook & Twitter
4.25"H x 5.5"W, Color, PDF or JPEG

EVENT PROGRAM BOOK ADVERTISEMENT

FULL PAGE AD - \$150

Displayed in Event Program, Facebook & Twitter
8.5"H x 5.5"W, Color, PDF or JPEG

RESTAURANT / BEVERAGE IN-KIND CONTRIBUTION

Become a restaurant or beverage in-kind sponsor for the **16th Annual A Taste of York City**, and receive:

- Four (4) tickets to the event.
- Logo on event website and all event materials.
- Weekly social media promotion.
- Full page, color ad in event program.

By becoming a restaurant or beverage sponsor for the **16th Annual A Taste of York City**, you agree to provide:

- A minimum of two (2) food, wine, or beer items guaranteed to serve 300+ people, or enough food, wine or beer to last for the entire length of the event. (4.5 hours).
- Confirmed menu and other needs by January 23, 2018.
- Staff for the evening of the event, to arrive no later than 4:30 p.m. and remain until end of the event.
- Staff must wear black shirts and black trousers/skirts and shoes

PLEASE NOTE:

Due to the lack of proper ventilation in the building, no food may be prepared on site via frying or sautéing.
*Sponsor will receive immediate recognition starting immediately upon commitment.

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CONTRIBUTION COMMITMENT FORM

- _____ \$80 HALF PAGE AD
- _____ \$150 FULL PAGE AD
- _____ \$1,500 SUPPORTER SPONSOR
- _____ \$2,500 PARTNER SPONSOR
- _____ \$3,500 COMMUNITY SPONSOR
- _____ \$5,000 PRESENTING SPONSOR
- _____ YES, I WILL BE A PATRON, AND DONATE \$ _____ .00
- _____ YES, I WILL BE AN IN-KIND RESTAURANT SPONSOR
- _____ YES, I WILL BE AN IN-KIND BEER SPONSOR
- _____ YES, I WILL BE AN IN-KIND WINE SPONSOR

This pledge agreement is made and entered on _____ (date) between the City of York, Pennsylvania (FUND), and Company name (SPONSOR) _____

Mailing Address _____
 City _____ State _____ ZIP _____
 Contact Person to whom official correspondence should be addressed: _____
 Contact Person to whom to correspond regarding sponsorship benefits: _____
 Telephone: _____ Email: _____
 Company Tax ID# _____

PAYMENT PROCESS - THANK YOU
MAKE CHECK PAYABLE TO: CITY OF YORK, PA
PLEASE MAIL CHECK TO RECEIVE BY FEBRUARY 01, 2018
THE CITY OF YORK, · 101 SOUTH GEORGE STREET · PO BOX 509 · YORK, PA 17405

The FUND seeks to promote positive, healthy and active participation in recreational and leisure programs for residents and their families. The FUND plans to conduct Special Events in the City of York, Pennsylvania, throughout 2016. SPONSOR desires to sponsor the event selected above, which would include promotional product tie-ins. In consideration of the premises and mutual promises set forth herein, the parties intending to be legally bound, hereby agree as follows:

- (1) FUND agrees to conduct selected event. The FUND designates SPONSOR at the level selected above and agrees to work promotional tie-ins appropriate for the sponsorship level. The FUND will provide all logistical support and requirements to conduct the event.
- (2) City of York responsibilities: SEE ATTACHMENT FOR ALL BENEFITS ASSOCIATED WITH THIS LEVEL.
- (3) SPONSOR'S responsibilities:
 - a. SPONSOR must provide camera-ready logo.
 - b. Payment will be provided to **The City of York** for the SPONSOR'S participation as indicated above. Payment should be received no later than 30 days prior to the event.
 - c. Allow FUND to use and display the trademark associated with the SPONSOR'S products for promotional and advertising activities relating to the event only.

The term of this pledge agreement shall commence as of _____ (date) and shall continue until December 31, 2018. This pledge agreement contains the entire understanding between the parties hereto relating to the subject matter contained herein.

 Chaz Green, Acting Director of Public Works Date

 Sponsor Representative Date

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