



Sponsorship

Benefits

	Platinum	Gold	Silver	Bronze
Cost	\$5,500	\$3,500	\$2,500	\$1,500
Quantity Available	1	1	2	4

Description	Branded as Platinum Sponsor on Website and all advertisement	Branded as Gold Sponsor on Website	Sponsor	Sponsor
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Event Promotion				
Logo on Parade Website	Prominent	Logo	Logo	Logo
Page on Parade Website	Dedicated	Dedicated	●	●
Recognition in pre-event press release	Prominent	Prominent	●	●
Logo on any print and digital advertising	●			
Inclusion on all pre-event emails	Prominent	Prominent	Logo	Logo
500-word content piece posted on HBA website & promoted socially	●	●	●	
Dedicated social media post on the HBA account	5	4	3	2
Inclusion in HBA email newsletter	Logo	Logo	Logo	Logo
Logo on HBA Website	●	●	●	●
Logo on HBA Website and social media linked to sponsor website	●	●	●	●
Sponsors listed in at Home In Berks magazine	●	●	●	●

Blue Dots: Included under sponsorship

Sponsorship Contact Inquires

Cathy Sloan-Executive Officer

610-777-8889 or cathy@hbaberks.org