

mtairy CDC

[Your logo here]

SPONSORSHIP 2019

***Cultivating
Civic
Space***



***Fostering
Business
Opportunity***



***Building
Financial
Freedom***



www.bit.ly/sponsormtairy

With a Mt. Airy CDC sponsorship, we'll help you position your brand in front of a large and receptive community, and in turn, your support will help to activate civic space, foster business opportunities, and build responsible home ownership and financial freedom.

OUR PROGRAMS

Community Programs

- Activating and programming a reimagined Lovett Park
- Enriching public school children with reading initiatives
- Engaging seniors with events and resources to help them remain in their Mt. Airy community
- Staging popular regular events like Supper Sessions, Moonlight Movies, and Monday Markets

Business Services

- Bringing value to dozens of paying members of the Go Mt. Airy Business Association through resources, networking, and promotion
- Laying the groundwork for success at the PhillyiHub business training program
- Providing work and meeting space for small businesses at Work Mt. Airy coworking space

Housing Counseling & Financial Literacy

- Helping people navigate the world of home ownership, from buying a home to making improvements
- Preventing foreclosure by guiding homeowners through hardship
- Working with people to make a budget, build their credit, and establish financial independence

OUR BRANDS



Mt. Airy CDC hosts well over 100 events each year, from intimate housing & financial counseling sessions to events requiring permits and street closures that draw thousands from across the city.

OUR SIGNATURE EVENTS

Supper Sessions

Now in year four, Supper Sessions is a much-anticipated food-and-drink night on the Avenue that draws upwards of 2,000 people each night.

Housing Workshops

Our award-winning Housing Counseling team produces over 40 First-Time Homebuyer Workshops every year in Mt. Airy and Germantown.

Lovett Park Events

Through a partnership with the Free Library of Philadelphia, Mt. Airy CDC programs the park space at Lovett Library with free community events.



FACTS & FIGURES

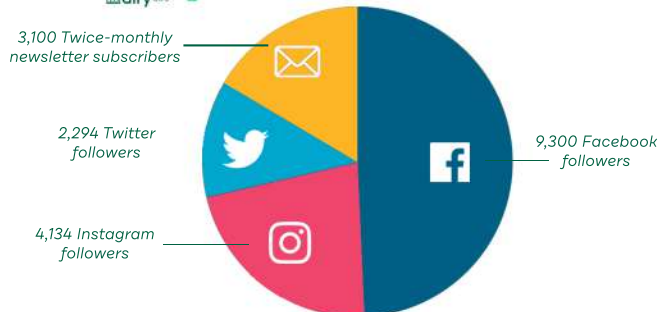
HOUSING COUNSELING NUMBERS

- 915** • First-time homebuyer workshop attendees (2018)
- 400** • Recipients of one-on-one housing & budget counseling
- 100** • Homes saved through foreclosure prevention counseling



SOCIAL REACH


** Figures as of April 2019*



SPECIAL EVENT ATTENDANCE

2,000 Estimated nightly attendance at Supper Sessions	500 Target attendance for first year of Monday Markets
200 Average head count for family-friendly Moonlight Movies	300 Typical attendance over the evening at Autumn on the Avenue

ANNUAL SPONSORSHIP

	Naming Rights	Logo on Banner	Logo on Posters	Logo on Web/Social	Feature Blog Post	Social Media Post	Table at Events
\$500						✓	✓
\$1000					✓	✓	✓
\$2000				✓	✓	✓	✓
\$3500			✓	✓	✓	✓	✓
\$5000		✓	✓	✓	✓	✓	✓
Let's talk.	✓	✓	✓	✓	✓	✓	✓

PLEASE NOTE: All sponsorships come with four (4) tickets to our Fundraiser BBQ (Mon. July 15); eight (8) tickets for \$3500+ sponsors

Tables at Events • Your sponsorship entitles you to a table at your choice of Supper Sessions or Monday Markets (both events for \$3500+ sponsors)

Social Media Post • We'll recognize and thank you for your support on the popular @GoMtAiry Facebook page

Blog Feature • We'll write a dedicated story promoting your brand on the new Go Mt. Airy web site, which we'll share on @GoMtAiry social media

Logo on Web/Social • Your logo appears on the official Go Mt. Airy web site and @GoMtAiry social media channels (FB, IG, Twitter)

Logo on Posters • Your logo appears on all posters and postcards distributed across Mt. Airy businesses and community organizations

Logo on Banner • Your logo appears on all 10' banners onsite at your choice of Supper Sessions, Monday Markets or Moonlight Movies (all events for \$5000+ sponsors)

Naming Rights • Name our event, e.g. "Supper Sessions, presented by YOUR BRAND"

À LA CARTE

SPONSOR INDIVIDUAL EVENTS

- Go Mt. Airy Supper Sessions
- Go Mt. Airy Monday Markets (pictured →)
- Go Mt. Airy Moonlight Movies
- Go Mt. Airy Business Expo
- Autumn on the Avenue
- First-Time Homebuyer Workshops
- Home Improvement Workshops
- Schools Coalition Realtors Tour

CONTACT US FOR MORE INFO:

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