

**mtairy** CDC

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# SPONSORSHIP 2019

***Cultivating  
Civic  
Space***



***Fostering  
Business  
Opportunity***



***Building  
Financial  
Freedom***



[www.mtairycdc.org/sponsor](http://www.mtairycdc.org/sponsor)

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

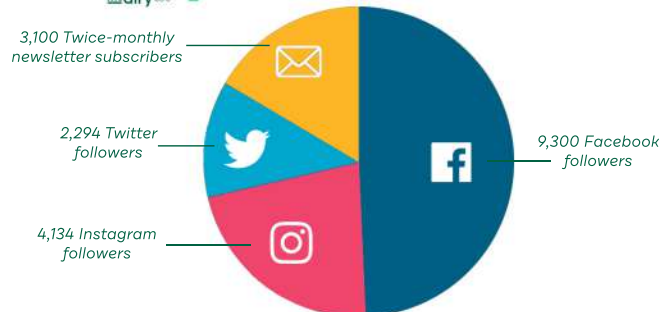
## HOUSING COUNSELING NUMBERS

- 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

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

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. Sept. 16); eight (8) tix 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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