



**SPRING 2018
SPONSORSHIP OPPORTUNITIES**

Event Sponsorships:

- ___ ***MayFair Presenting Sponsor (Exclusive):*** ***\$50,000***
- Event Naming Opportunity ... brought to you by
 - Visibility on Digital billboards, press releases and all outward marketing for Mayfair Festival
 - (3) Days of visibility with Banners at all key entrances to the Festival
 - Top visibility on all Sponsor Signage and Listings
 - Logo on Front of Mayfair T-shirts
 - Prominence as Event Sponsor on front page of Mayfair Program
 - Full page ad in Mayfair Program
 - Hyperlink to company website on Mayfair website
 - (25) Invites to VIP Preview Party
 - Distribution of logo merchandise at each entry point (items provided by sponsor)
- ___ ***Franki Fun Zone Sponsor:*** ***\$10,000***
- Visibility on all Sponsor Signage and Listings
 - Naming of Franki Fun Zone
 - Logo on back of Mayfair T-shirts
 - (3) Days of visibility with Banners at Franki Fun Zone
 - Half page ad in Mayfair Program
 - Hyperlink to company website on Mayfair website
 - (10) Invites to VIP Preview Party
 - Distribution of logo merchandise at Franki Fun Zone (items provided by sponsor)
- ___ ***Volunteer Terrace Sponsor:*** ***\$10,000***
- Visibility on all Sponsor Signage and Listings
 - Naming of Volunteer Terrace
 - Logo on back of Mayfair T-shirts
 - (3) Days of visibility with Banners at Volunteer Terrace
 - Half page ad in Mayfair Program
 - Hyperlink to company website on Mayfair website
 - (10) Invites to VIP Preview Party
 - Distribution of logo merchandise at Volunteer Terrace (items provided by sponsor)

___ **T-Shirt Sponsor:** **\$10,000**

- Top billing as T-shirt sponsor with prominent logo on back of shirts
- Naming of all T-shirt sales points throughout Mayfair
- (3) Days of visibility with Signage at T-shirt Stands
- Visibility on pre-event advertising for T-shirts on Mayfair website
- (6) Invites to VIP Preview Party

___ **Artist Market Sponsor:** **\$ 7,500**

- Visibility on all Sponsor Signage and Listings
- Naming of Juried Artist area in Lees Hall
- Listing on back of Mayfair T-shirts
- (3) Days of visibility with Signage at Juried Artist Display
- Quarter page ad in Mayfair Program
- Listing on Mayfair website
- (4) Invites to VIP Preview Party

___ **Parking Sponsor:** **\$ 5,000**

- Visibility on all Sponsor Signage and Listings
- Naming of Parking areas
- (3) Days of visibility with Signage at Parking areas
- Quarter page ad in Mayfair Program
- Listing on Mayfair website
- (2) Invites to VIP Preview Party

Performance Venue Sponsorships:

___ **Main Stage Sponsor (Quad)** **\$15,000**

- 2,500 – 4,000 spectators per performance
- Mention of sponsor name prior to each performance
- Visibility on all Performance Sponsor Signage and Listings
- Naming of Main Stage
- (3) Days of visibility with Banners at Main Stage
- Listing on Mayfair website
- (10) Invites to VIP Preview Party

___ **Alumnae Hall Sponsor** **\$ 2,500**

- 500 seats per performance
- Mention of sponsor name prior to each performance
- Visibility on all Performance Sponsor Signage and Listings
- Naming of Alumnae Hall Stage
- (3) Days of visibility with Banners at Alumnae Hall Stage
- Listing on Mayfair website
- (4) Invites to VIP Preview Party

— ***Band Stand Stage Sponsor***

\$ 2,500

- 100 seats per performance
- Mention of sponsor name prior to each performance
- Visibility on all Performance Sponsor Signage and Listings
- Naming of Band Stand Stage
- (3) Days of visibility with Banners at the Stage
- Listing on Mayfair website
- (2) Invites to VIP Preview Party



**SPRING 2018
ADVERTISING OPPORTUNITIES**

Small Business Sponsorships

- ___ \$3,000 Gold Small Business Sponsor
 - Gold listing on Sponsor Signage
 - Gold listing on Mayfair T-shirts
 - 1/2 Page Ad in Mayfair Program
 - Gold listing and hyperlink to your business website on Mayfair Website
 - Invitations to VIP Preview Party (4)

- ___ \$1,500 Silver Small Business Sponsor
 - Silver listing on Sponsor Signage
 - Silver listing on Mayfair T-shirts
 - 1/4 Page Ad in Mayfair Program
 - Silver listing on Mayfair Website
 - Invitations to VIP Preview Party (2)

Mayfair Program Book Ads

Finish size of program 8.5 x 11 in. No bleeds.

___ Full Page	7.5 in. (w) x 9.75 in. (h)	\$750
___ Half Page	7.5 in. (w) x 4.775 in. (h)	\$500
___ Quarter Page	3.665 in. (w) x 4.775 in. (h)	\$250
___ Eighth Page	3.665 in. (w) x 2.306 in. (h)	\$150

Ad Specifications - Ads must be submitted to Cedar Crest College by April 20, 2018.

Accepted file types: PDF, JPG, TIFF, EPS

Files should be saved in CMYK mode at 300 DPI and 100% size. Any images embedded in the file should be 300 DPI. Please outline or embed all fonts within the file.

Files should be emailed to emily.graf@cedarcrest.edu.

Note: We cannot accept Microsoft Word documents (.docx), Microsoft Publisher files (.pub), or low-res graphics (under 300 dpi). Please notify your Cedar Crest College representative if you require assistance with your ad.



**SPRING 2018
SPONSORSHIP AND ADVERTISING COMMITMENT FORM**

Please return this completed sponsorship and advertising form ***by April 27th, 2018*** to reserve your spot for visibility at *Mayfair Festival of the Arts* at Cedar Crest College. Completed forms with payment can be mailed to the attention of Lauren Condon, Director of Student Union and Engagement at Cedar Crest College, 100 College Drive Allentown, PA 18104. Make checks payable to: Cedar Crest College.

SPONSORSHIP OPPORTUNITIES _____

Event Sponsorships:

<input type="checkbox"/> MayFair Presenting Sponsor (Exclusive)	\$50,000
<input type="checkbox"/> Franki Fun Zone Sponsor	\$10,000
<input type="checkbox"/> Volunteer Terrace Sponsor	\$10,000
<input type="checkbox"/> T-Shirt Sponsor	\$10,000
<input type="checkbox"/> Juried Artist Sponsor	\$ 7,500
<input type="checkbox"/> Parking Sponsor	\$ 5,000

Performance Venue Sponsorships:

<input type="checkbox"/> Main Stage Sponsor (Quad)	\$15,000
<input type="checkbox"/> Alumnae Hall Sponsor	\$ 2,500
<input type="checkbox"/> Band Stand Stage Sponsor	\$ 2,500

ADVERTISING OPPORTUNITIES _____

Small Business Sponsorships:

<input type="checkbox"/> Gold Small Business Sponsor	\$ 3,000
<input type="checkbox"/> Silver Small Business Sponsor	\$ 1,500

Mayfair Program Book Ads: Finish size of program 8.5 x 11 in. No bleeds.

<input type="checkbox"/> Full Page	7.5 in. (w) x 9.75 in. (h)	\$ 750
<input type="checkbox"/> Half Page	7.5 in. (w) x 4.775 in. (h)	\$ 500
<input type="checkbox"/> Quarter Page	3.665 in. (w) x 4.775 in. (h)	\$ 250
<input type="checkbox"/> Eighth Page	3.665 in. (w) x 2.306 in. (h)	\$ 150

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

Total Enclosed: _____