

Dear Friend,

Chester County Day, the longest running house tour in the United States, organized by the Women's Auxiliary to Chester County Hospital, showcases the history, architecture, art, landscape and antiques that exemplify fine Chester County living. This autumn tradition will celebrate 78 years of supporting Chester County Hospital on **Saturday, October 6, 2018 at the 78<sup>th</sup> Annual Chester County Day House Tour.**

We invite you to become a sponsor of this memorable event in 2018. We have various levels of sponsorship packages, as detailed on the enclosed sponsorship packet. You can select the level of participation that best meets your needs. Your support as a Chester County Day Donor will allow us to continue to offer excellent care for families at Chester County Hospital.

This year we join the Women's Auxiliary to Chester County Hospital in celebrating 125 years of commitment and service to the community. The tour will feature Chester County's most beautiful homes, exquisite gardens and historic landmarks in the Northeast Quadrant of the county.



By participating as a sponsor, your company will benefit from extended exposure through a listing or advertisement in the 30,000 distributed copies of the Chester County Day Newspaper. Sponsors are also celebrated at a VIP Preview Cocktail Party held two weeks before the Tour. Public "preview" lectures are shown throughout the county during the month of September to highlight the tour and also to promote our sponsors. Each level of sponsorship includes complimentary VIP Tour Tickets which allows you to enjoy the "Day" in style for you and your selected guests.

Thank you, in advance, for your willingness to support the efforts of the Women's Auxiliary's most recent pledge of \$1.25 million to expand and renovate the Hospital's Neonatal Intensive Care Unit.

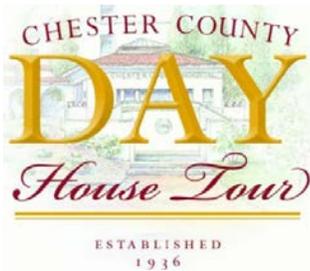
Sincerely,

The 2018 Chester County Day Committee

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701 East Marshall Street  
West Chester, Pennsylvania 19380  
610.431.5328 | Fax 610.738.2830  
[www.ChesterCountyHospital.org/Foundation](http://www.ChesterCountyHospital.org/Foundation)

THE CHESTER COUNTY  
HOSPITAL *Foundation*



## *78<sup>th</sup> Annual Chester County Day House Tour Sponsorship Opportunities*

*Saturday, October 6, 2018 • Organized by the Women's Auxiliary  
for the benefit of Chester County Hospital*

### *Presenting Sponsor: \$12,500*

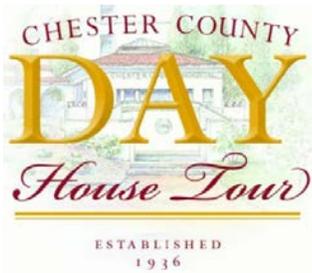
- **“Presented By (your company)” recognition on all event promotions**
- **Company logo featured on all Chester County Day House Tour tickets**
- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Full Page Color Ad (10” x 15.25”) and banner ad prominently featured in the newspaper**
  - **Presenting Sponsor recognition on the sponsor page of the newspaper**
- 20 VIP ticket packages, including:
  - 20 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 20 VIP Tickets, with exclusive access to the VIP House
  - 20 complimentary VIP lunches on “The Day”
- Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)
- Company name listed as a sponsor in the official 2018 Chester County Day event program
- Option to provide company yard signs at each home on the Chester County Day House Tour
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

### *VIP Experience Sponsor: \$6,000*

- **Company logo featured on yard sign featured at the VIP home**
- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Full Page Color Ad (10” x 15.25”) featured in 30,000 copies of CCD Newspaper**
  - **Company listed as Exclusive VIP Experience Sponsor on sponsor page in the newspaper**
- 14 VIP ticket packages, including:
  - 14 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 14 VIP Tickets, with exclusive access to the VIP House
  - 14 complimentary VIP lunches on “The Day”
- Company logo featured signage at the Chester County Day VIP Preview Party
- Company name listed as a sponsor in the official 2018 Chester County Day event program
- Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

### *Gold Sponsor: \$3,000*

- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Half Page Horizontal Black & White Ad (size: 10” x 7.50”) featured in the newspaper**
  - **Company listed as Gold Sponsor on sponsor page in the newspaper**
- 10 VIP ticket packages, including:
  - 10 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 10 VIP Tickets, with exclusive access to the VIP House
  - 10 complimentary VIP lunches on “The Day”
- Company name listed as a sponsor in the official 2018 Chester County Day event program
- Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)



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### *Preview Party Sponsor: \$1,500*

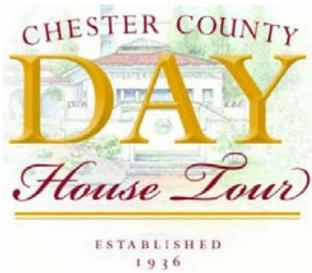
- **Company logo featured signage at the Chester County Day VIP Preview Party**
- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Quarter Page Black & White Ad (size: 4.875" x 7.50") in the newspaper**
  - **Company listed as Preview Party Sponsor on sponsor page in the newspaper**
- **6 VIP ticket packages, including:**
  - 6 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 6 VIP Tickets, with exclusive access to the VIP House
  - 6 complimentary VIP lunches on "The Day"
- **Company name listed as a sponsor in the official 2018 Chester County Day event program**
- **Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)**
- **Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)**

### *125<sup>th</sup> Anniversary Sponsor: \$1,250*

- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Quarter Page Black & White Ad (size: 4.875" x 7.50") in the newspaper**
  - **Company listed as an Anniversary Sponsor on sponsor page in the newspaper**
- **6 VIP ticket packages, including:**
  - 6 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 6 VIP Tickets, with exclusive access to the VIP House
  - 6 complimentary VIP lunches on "The Day"
- **Company name listed as a sponsor in the official 2018 Chester County Day event program**
- **Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)**
- **Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)**

### *Bronze Sponsor: \$750*

- **Company recognition featured in 30,000 copies of 2018 Chester County Day Newspaper:**
  - **Company listed as a Bronze Sponsor on sponsor page in the newspaper**
- **4 VIP ticket packages, including:**
  - 4 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 4 VIP Tickets, with exclusive access to the VIP House
  - 4 complimentary VIP lunches on "The Day"
- **Company name listed as a sponsor in the official 2018 Chester County Day event program**
- **Company name with link to your website featured on CCD page of [www.chestercountyhospital.org](http://www.chestercountyhospital.org)**
- **Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)**



## 78<sup>th</sup> Annual Chester County Day House Tour Sponsorship Opportunities

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### Sponsorship Registration Form

Please complete the form below by May 28, 2018. For more information, contact Marie Robinson, 2018 Chester County Day Sponsorship Chair at (610) 721-7528.

#### Sponsor Details:

Sponsor Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email Address \_\_\_\_\_

**Yes! I will join as a sponsor!** (please check sponsorship level below)

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor: \$12,500    | <input type="checkbox"/> Preview Party Sponsor: \$1,500                 |
| <input type="checkbox"/> VIP Experience Sponsor: \$6,000 | <input type="checkbox"/> 125 <sup>th</sup> Anniversary Sponsor: \$1,250 |
| <input type="checkbox"/> Gold Sponsor: \$3,000           | <input type="checkbox"/> Bronze Sponsor: \$750                          |
|  | <input type="checkbox"/> Donation: _____                                |

#### Additional Event Tickets

Sponsors may purchase additional tour tickets. VIP tickets (which are included with your sponsorship) can be purchased for \$100. Regular tickets are \$50. All tickets will be mailed to the above address.

- Yes, we would like to purchase \_\_\_\_\_ extra VIP tickets @ \$100 each for a total of \$ \_\_\_\_\_  
 Yes, we would like to purchase \_\_\_\_\_ extra regular tickets @ \$50 each for a total of \$ \_\_\_\_\_

**Payment Options** (please check Payment method below)

- Enclosed is a check for \$ \_\_\_\_\_ payable to "Chester County Day"

Checks should be mailed to:  
Chester County Hospital Foundation  
Attn: Chester County Day  
701 E. Marshall Street  
West Chester, PA 19380

- Please charge my credit card!

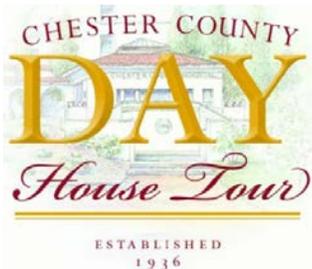
Card Type: \_\_ MasterCard      \_\_ Visa  
                  \_\_ American Express    \_\_ Discover

Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature: \_\_\_\_\_

**Please return this form:**

- By mail to the Chester County Hospital Foundation
- Email to [Kate.Pergolini@uphs.upenn.edu](mailto:Kate.Pergolini@uphs.upenn.edu)
- Fax 610.738.2830

**Please confirm sponsorship by  
May 28, 2018. Thank you for your  
support!**



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### Sponsorship Details for Chester County Newspaper

The Chester County Day Newspaper is a special Chester County Day tradition. By sponsoring the event, you will be included in the 30,000 copies of the Newspaper.

**All newspaper ads are in black and white. Electronic ads must be provided in one of the following formats. (\*Note: No word documents accepted.)**

- High resolution PDF: Press optimized with embedded fonts and high resolution photos
- Adobe Photoshop/InDesign/Illustrator: with fonts attached
- TIF - photos, logos and artwork should be to size in document and at least 300 dpi or higher
- High Resolution JPG - 300 dpi or higher

#### Ad Sizes by Sponsor Level:

- Presenting Sponsor: Full Page Color Ad (10" x 15.25")
- VIP Experience Sponsor: Full Page Color Ad (10" x 15.25")
- Gold Sponsor: Half Page Horizontal Black & White Ad (10" x 7.50")
- Preview Party Sponsor: Quarter Page Black & White Ad (4.875" x 7.50")
- 125<sup>th</sup> Anniversary Sponsor: Quarter Page Black & White Ad (4.875" x 7.50")
- Bronze Sponsor: Name listed

#### Ad Submission Details (Please check option that best applies)

- We will be submitting a new ad
- We will be reusing last year's ad

#### Next Steps:

- **If you are submitting a new ad:** Please email your ad to [ChesterCountyDay@gmail.com](mailto:ChesterCountyDay@gmail.com) no later than Monday, June 19, 2018.
- **If you are reusing last year's ad:** Please email [ChesterCountyDay@gmail.com](mailto:ChesterCountyDay@gmail.com). In your email, please note your company name and that you would like to reuse last year's ad.

All sponsor ads are due by June 19, 2018 in order to be included in the Chester County Day newspaper!

#### Email ads to:

[ChesterCountyDay@gmail.com](mailto:ChesterCountyDay@gmail.com)

#### Please Note:

Portions of the ad, including any typographical errors, graphics or logos, are not the responsibility of the Hospital if the ad is not camera-ready. The Chester County Hospital reserves the right to reject any copy deemed unsuitable for publication or conflicts with the Hospital's mission or services. The position of the advertisement will be determined by production. Please consider the historical tone of the Chester County Day Newspaper when creating your ad. There is no color in the ads.

#### Questions regarding sponsorship or your ad:

Contact Chester County Day Sponsor Chair Marie Robinson at 610-721-7528.