



Dear Friends,

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 79 years of supporting Chester County Hospital on **Saturday, October 5, 2019 at the 79th Annual Chester County Day House Tour**. This year the tour will feature Chester County's most beautiful homes, exquisite gardens and historic landmarks in the Southeast Quadrant of the county.

We invite you to become a sponsor of this memorable event in 2019. 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. We are counting on your support and will be happy to answer any questions you may have.

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 purchase leading edge technology for the Heart and Vascular Program at Chester County Hospital.

Sincerely,

The 2019 Chester County Day Committee

701 East Marshall Street
West Chester, Pennsylvania 19380
610.431.5054 | Fax 610.738.2830
www.ChesterCountyHospital.org/Giving

THE CHESTER COUNTY
HOSPITAL *Foundation*



79th Annual Chester County Day House Tour Sponsorship Opportunities

*Saturday, October 5, 2019 • 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 2019 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**
- **Company name listed as a sponsor in the official 2019 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 2019 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 2019 Chester County Day event program**
- **Company name with link to your website featured on CCD page of 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 2019 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 2019 Chester County Day event program**
- **Company name with link to your website featured on CCD page of 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 2019 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 2019 Chester County Day event program**
- **Company name with link to your website featured on CCD page of www.chestercountyhospital.org**
- **Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)**

Silver Sponsor: \$1,250

- **Company recognition featured in 30,000 copies of 2019 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 2019 Chester County Day event program**
- **Company name with link to your website featured on CCD page of 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 2019 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 2019 Chester County Day event program**
- **Company name with link to your website featured on CCD page of www.chestercountyhospital.org**
- **Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)**



79th Annual Chester County Day House Tour Sponsorship Opportunities

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Sponsorship Registration Form

Please complete the form below by May 31, 2019. For more information, contact Marie Robinson, 2019 Chester County Day Sponsorship Chair at (610) 721-7528 or email mariewc_18@yahoo.com.

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"/> Silver 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@penmedicine.upenn.edu
- Fax 610.738.2830

**Please confirm sponsorship by
May 31, 2019. 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")
- Silver 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 no later than Monday, June 17, 2019.
- **If you are reusing last year's ad:** Please email 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 17, 2019 in order to be included in the Chester County Day newspaper!

Email ads to:

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 or email mariewc_18@yahoo.com.