

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 77 years of supporting Chester County Hospital on **Saturday, October 7, 2017 at the 77<sup>th</sup> Annual Chester County Day.**

This year we join Chester County Hospital in celebrating its 125<sup>th</sup> Anniversary by featuring homes and historic landmarks in and around Marshall Square Park where the Hospital once stood at its inception in 1892 and will then continue the tour into "Ironmasters Country" to visit sprawling estates in the Northwest Quadrant of the county.

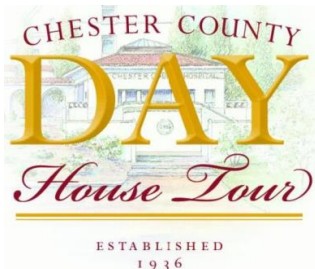
We invite you to become a sponsor of this memorable event in 2017. We have various levels of sponsorship packages, as detailed on the enclosed sponsorship packet. You can select the level of participation that best meets your needs. We are counting on your support and will be happy to answer any questions 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 Cocktail Party held a week 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 2017 Chester County Day Committee



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

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

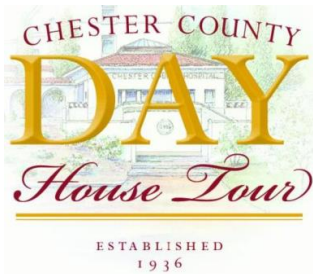
- Chester County Day “Presented By (your company)” on all event promotions
- Option to provide company yard signs at each home on the Chester County Day tour
- Company logo printed on all event tickets
- Full page ad (10” x 15.25”) and banner ad prominently featured in 30,000 copies of Chester County Day Newspaper
- Premier listing as Presenting Sponsor in the sponsor listing page of the newspaper and event program
- 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 tour tickets (with access to the 2017 VIP House Tour)
  - 20 complimentary lunches on “The Day”
- Logo recognition with click-through to your company website on Chester County Day page of CCH website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Presenting Sponsor listing on event program and in Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

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

- Half Page Horizontal Ad (10” x 7.50”) featured in 30,000 copies of Chester County Day Newspaper
- Company logo featured on yard sign featured at the VIP home
- Company listed as Exclusive VIP Experience Sponsor on sponsor page in the newspaper
- 12 VIP ticket packages, including:
  - 12 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 12 tour tickets (with access to the 2017 VIP House Tour)
  - 12 complimentary lunches on “The Day”
- Logo recognition with click-through to your company website on Chester County Day page of CCH website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

### ***Artisan Sponsor: \$6,000 (exclusively for architects, home builders or designers)***

- Half Page Horizontal Ad (10” x 7.50”) featured in 30,000 copies of Chester County Day Newspaper
- Artisan Sponsor yard signs featured at any home that displays your work
- Company listed as Exclusive Artisan Sponsor on sponsor page in the newspaper
- 12 VIP ticket packages, including:
  - 12 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 12 tour tickets (with access to the 2017 VIP House Tour)
  - 12 complimentary lunches on “The Day”
- Logo recognition with click-through to your company website on Chester County Day page of CCH website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)



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### **Platinum Sponsor: \$5,000**

- Half Page Horizontal Ad (size: 10" x 7.50") featured in 30,000 copies of Chester County Day Newspaper
- Company listed as a Platinum Sponsor on sponsor page in the newspaper
- 12 VIP ticket packages, including:
  - 12 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 12 tour tickets (with access to the 2017 VIP House Tour)
  - 12 complimentary lunches on "The Day"
- Logo recognition with click-through to your company website on Chester County Day page of CCH website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

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

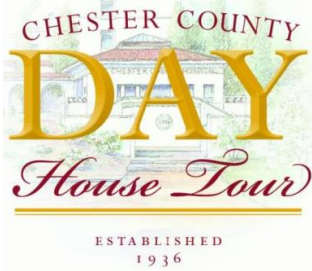
- Quarter Page Ad (size: 4.875" x 7.50") included in 30,000 copies of Chester County Day Newspaper\*
- Company listed as a Gold Sponsor on sponsor page in the newspaper
- 10 VIP ticket packages, including:
  - 10 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 10 tour tickets (with access to the 2017 VIP House Tour)
  - 10 complimentary lunches on "The Day"
- Logo recognition with click-through to your company website on Chester County Day page of CCH website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

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

- 1/8 Page Ad (size: 4.875" x 3.62") included in 30,000 copies of Chester County Day Newspaper\*
- Company listed as an Anniversary Sponsor on sponsor page in the newspaper
- 8 VIP ticket packages, including:
  - 8 invitations to the VIP Preview Party with fine food, wine and a preview of this year's tour
  - 8 tour tickets (with access to the 2017 VIP House Tour)
  - 8 complimentary lunches on "The Day"
- Company name listed on Chester County Day page of CCH website with click-through to your website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)

### **Bronze Sponsor: \$750**

- Special listing in alphabetic order in 30,000 copies of Chester County Day 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 tour tickets (with access to the 2017 VIP House Tour)
  - 6 complimentary lunches on "The Day"
- Company name listed on Chester County Day page of CCH website with click-through to your website for one year ([www.chestercountyhospital.org](http://www.chestercountyhospital.org))
- Company name included in sponsor list in event program and Chester County Day Newspaper
- Ranked listing in Chester County Hospital's Annual Donor Report (100,000 direct mail circulation)



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## Sponsorship Registration Form

Thank you for your interest in sponsoring the 77<sup>th</sup> Annual Chester County Day House Tour!  
Please complete the form below by May 5, 2017. For more information, call 610.431.5328.

### Sponsor Details:

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

### Yes! I will join as a sponsor! (please check)

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor: \$12,500    | <input type="checkbox"/> Gold Sponsor: \$3,000                          |
| <input type="checkbox"/> VIP Experience Sponsor: \$6,000 | <input type="checkbox"/> 125 <sup>th</sup> Anniversary Sponsor: \$1,250 |
| <input type="checkbox"/> Artisan Sponsor: \$6,000        | <input type="checkbox"/> Bronze Sponsor: \$750                          |
| <input type="checkbox"/> Platinum Sponsor: \$5,000       | <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. The tickets included in your sponsorship and any additional purchase 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 \$\_\_\_\_\_

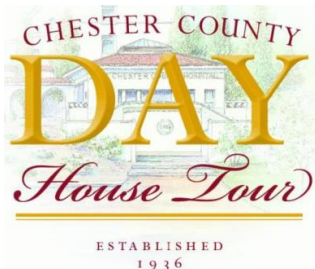
### Payment Options (please check)

- |  |   |
|--|---|
| <input type="checkbox"/> Enclosed is a check for \$_____ payable to "Chester County Day"   | <input type="checkbox"/> Please charge my credit card!                    |
| Checks should be mailed to:<br>Chester County Hospital Foundation<br>701 E. Marshall Street West Chester,<br>PA 19380 (Attn: Chester County Day) | Card Type: __ MasterCard    __ Visa<br>__ American Express    __ Discover |
|  | Card # _____<br>Expiration Date _____<br>Signature: _____                 |

### Please return this form:

- By mail to the Chester County Hospital Foundation  
 Email to Lauren.Roscovich@uphs.upenn.edu  
 Fax 610.738.2830

**Please confirm sponsorship by  
May 5, 2017. Thank you for your  
support!**



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### *Sponsorship Details for Chester County Newspaper Ads*

*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 Ad (10" x 15.25")
- VIP Experience Sponsor: Half Page Horizontal Ad (10" x 7.50")
- Artisan Sponsor: Half Page Horizontal Ad (10" x 7.50")
- Platinum Sponsor: Half Page Horizontal Ad (10" x 7.50")
- Gold Sponsor: Quarter Page Ad (4.875" x 7.50")
- Bronze Sponsor: Name listed

#### **Requirements & Conditions:**

Please email your ad to [ChesterCountyDay@gmail.com](mailto:ChesterCountyDay@gmail.com) no later than Monday, June 19, 2017.

#### **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 [mariewc\\_18@yahoo.com](mailto:mariewc_18@yahoo.com)

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*

