



August 1, 2023

Hello,

The Muhlenberg Community Library and the Muhlenberg Township Arts Board, would like to invite your business/ organization to participate in their Holiday Trail of Lights event! We will be coordinating a driving tour of homes and businesses within Muhlenberg Township. Each stop will have an outstanding outdoor holiday light display. The event will be held on Saturday, December 9th with a weather date of Sunday, December 10th from 5:30 to 8:30PM. This fund raising event will benefit both organizations.

We are looking for sponsors to help brighten up this event! Listed below are the sponsorship opportunities available if you would like to be a part of this great event.

Santa level sponsorship: \$500 Donation

You will be considered a "House Sponsor." Yard signs will be placed outside one of the 5 homes showcased in the event indicating your business is the primary sponsor of that house. Your business information will be included in all media promotional materials and will also be attached to the listing of homes to be visited during the light tour.

Reindeer level sponsorship: \$250 Donation

You will be considered a "Poker Run Sponsor." To make the event a bit more interesting as participants stop at each house they will be given a playing card for the poker run associated with this event. Your business's information will be placed within the envelope with the playing card obtained at each house visited. The winning hand that is turned in at the Library at the end of the event will win a \$100 in PA scratch off lottery tickets.

Elf level sponsorship: Raffle Basket Donation

As part of this event there will be raffle baskets located within the Muhlenberg Community Library to help raise funds. You could donate an entire raffle basket, a themed raffle basket or items (gift cards, movie tickets, games, books, etc.) that could be combined to make a larger raffle basket. Your company name will be included on the gift basket.

Snowman level sponsorship: Free Giveaways Items

Provide free giveaways items to be handed out to participants that stops along the tour. These items could be candy canes, candy bags, pens, chip clips, notepads, cups, etc. Items could have your business' name on them to help promote your business. Be creative, people love free stuff.

We hope you will consider participating in this new and exciting seasonal community event! If you have any questions you can call Karen Schreiber, Director of Parks & Recreation liaison with the Muhlenberg Community Library and the Muhlenberg Arts Board at 610-929-4727 ext 265.

Sincerely,

A handwritten signature in black ink that reads "Linda Roebuck".

Linda Roebuck, President
Muhlenberg Community Library
Board of Trustees
EIN #23-1603355

A handwritten signature in black ink that reads "Barbara Mills".

Barbara Mills, President
Muhlenberg Arts Board
EIN #23-6000435