



POLICE ATHLETIC LEAGUE AWARD DINNER AND AUCTION

SPONSORSHIP GUIDE

THURSDAY, MAY 10, 2018 AT 5:30 PM

PHILADELPHIA MARRIOTT DOWNTOWN

Honoring:



**Karen Dougherty
Buchholz**

*Senior Vice President
of Administration
Comcast Corporation*



**Dominic
Frederico**

*President and Chief
Executive Officer
Assured Guaranty Ltd.*



**Jeffrey
Harrow**

*Chairman
Sparks*



2018 PAL Award Dinner

Presenting Sponsorship (one available)

\$50,000

- Exclusive Presenting Sponsor of the PAL Award Dinner and Auction
- A 45 to 90 second video highlighting your support shown at the dinner and placed on PAL website. Available for your company website if desired.
- PAL Tribute Book Recognition
 - One full-color spread
 - One full-page, full-color advertisement
 - One full-page, full-color thank you page from PAL recognizing your organization's sponsorship
 - Name or company logo displayed on the Tribute Book's front cover and each page of the Tribute Book Editorial Section
- Three tables of eight, premier seating for the Award Dinner, with parking arrangements for three vehicles included
- Name or company logo featured on exclusive Top Sponsors page in Tribute Book & Silent Auction room signage
- Name or company logo prominently displayed on video screens at Award Dinner
- Premier signage the evening of the Dinner
- Name or company logo prominently displayed on auction mobile bidding technology (OneCause)
 - Featured among Top Sponsors and on Auction Winners Scoreboard on mobile bidding app
- Name or company logo displayed on PAL Award Dinner website
- A \$5,000 contribution to provide college or trade school scholarships to five qualified PAL students in need of financial assistance, including an invitation to meet your students at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report



Sponsorship Opportunities

Diamond Sponsor (several available)

\$25,000

- Exclusive Diamond section two-page spread in the Tribute Book, including:
 - One full-page, full-color advertisement
 - One full-page, full-color thank you page from PAL recognizing your organization's sponsorship
- Two tables of eight, premier seating for the Award Dinner
- Name or company logo featured on exclusive Top Sponsors page in Tribute Book & Silent Auction room signage
- Name or company logo prominently displayed on video screens at Award Dinner
- Premier signage the evening of the Dinner
- Name or company logo prominently displayed on auction mobile bidding technology (OneCause)
 - Featured among top sponsors on mobile bidding app (visible to participating bidders only)
 - Featured among top sponsors on Auction Winners Scoreboard (visible to all Award Dinner & Auction guests)
- A \$2,000 contribution to provide college or trade school scholarships to two qualified PAL students in need of financial assistance, including an invitation to meet your students at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report

**Deadline for Tribute Book artwork is
WEDNESDAY, APRIL 4, 2018**



2018 PAL Award Dinner

Platinum Sponsor (several available)

\$15,000

- Full-page, full-color advertisement in the Tribute Book with distinguishing Platinum banner
- Two tables of eight, premier seating for the Award Dinner
- Name or company logo featured on exclusive Top Sponsors page in Tribute Book & Silent Auction room signage
- Name or company logo prominently displayed on video screens at Award Dinner
- Premier signage the evening of the Dinner
- Name or company logo prominently displayed on auction mobile bidding technology (OneCause)
 - Featured among top sponsors on mobile bidding app (visible to participating bidders only)
- A \$1,000 contribution to provide a college or trade school scholarship to one qualified PAL student in need of financial assistance, including an invitation to meet your student at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report

**Deadline for Tribute Book artwork is
WEDNESDAY, APRIL 4, 2018**



Sponsorship Opportunities

Gold Sponsor (several available)

\$10,000

- A full-page, single-color advertisement in the Tribute Book with distinguishing Gold banner
- One table of eight, premier seating for the Award Dinner
- Name or company logo featured on exclusive Top Sponsors page in Tribute Book & Silent Auction room signage
- Premier signage the evening of the Dinner
- Name or company logo displayed on large video screens during the Award Dinner
- A \$1,000 contribution to provide a college or trade school scholarship to one qualified PAL student in need of financial assistance, including an invitation to meet your student at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report

PAL will continue the use of a mobile bidding technology through OneCause during the 2018 Award Dinner. Additional branding opportunities related to OneCause are available to sponsors at and above the \$15,000 level.



2018 PAL Award Dinner

Silver Sponsor (several available)

\$7,500

- A full-page, single-color advertisement in the Tribute Book with distinguishing Silver banner
- One table of eight with parking arrangements included
- Premier signage the evening of the Dinner
- Name or company logo displayed on video screens during the Dinner
- \$1,000 contribution to provide a college or trade school scholarship to one PAL student in need of financial assistance, including an invitation to meet your students at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report

Special or Out-of-Town Sponsor (several available) \$5,000

This package offers out-of-town philanthropists an opportunity to recognize a PAL Award Recipient, even if you are unable to attend the Dinner.

- One table of eight will provide additional event seating for members of the Philadelphia Police Department's PAL Unit and PAL youth
- A full-page, single-color advertisement in the Tribute Book with distinguishing Out-of-Town banner
- Name or company logo displayed the evening of the Dinner
- A \$1,000 contribution to provide a college or trade school scholarship to one qualified PAL student in need of financial assistance, including an invitation to meet your student at PAL's Scholarship Luncheon in June 2018
- Sponsor name listed in PAL's Annual Report



Sponsorship Opportunities

Bronze Sponsor (several available)

\$4,000

- Choose one of the following:
 - Full-page advertisement in the Tribute Book with distinguishing Bronze banner, or
 - A \$1,000 contribution to provide a college or trade school scholarship to one qualified PAL student in need of financial assistance, including an invitation to meet your student at PAL's Scholarship Luncheon in June 2018
- One table of eight for the Award Dinner
- Sponsor name listed in PAL's Annual Report

Deadline for Tribute Book artwork is
WEDNESDAY, APRIL 4, 2018



Individual Tribute Book Advertisements

- | | | | |
|-----------------------|---------|-------------------------|---------|
| • Outside back cover | \$5,000 | • Standard full-page ad | \$1,000 |
| • Inside front cover | \$3,500 | • Half-page ad | \$750 |
| • Inside back cover | \$3,000 | • Quarter-page ad | \$500 |
| • Gold full-page ad | \$2,500 | • Business-card ad | \$250 |
| • Silver full-page ad | \$1,500 | | |

Additional Sponsorships

- | | |
|--------------------------------|---------|
| • Table of 8 | \$3,000 |
| • PAL Scholarship Contribution | \$1,000 |
| • Individual ticket | \$400 |

Tribute Book Advertisement Detail

- Please send your high-resolution PDF or JPEG ad to Ashley Rapp at PALAwardDinner@phillypal.org.
- Minimum 300 DPI with fonts embedded.
- Presenting, Diamond, Platinum Sponsors: Full color, full-page ad
All other sponsor and ads: Black and white; sizes listed below
 - Full Page Ad: 7.5" (w) x 10" (h)
 - Half Page: 7.5" (w) x 5" (h)
 - Quarter Page: Ad 3.75" (w) x 5" (h)
 - Business Card Ad: 3.5" (w) x 2" (h)

Deadline for Tribute Book artwork is
WEDNESDAY, APRIL 4, 2018

POLICE ATHLETIC LEAGUE OF PHILADELPHIA
3068 Belgrade Street, Philadelphia, PA 19134
215.291.9000 • www.phillypal.org

For more information or to make a pledge, please contact Ashley Rapp
at 215.291.9000 x190 or PALAwardDinner@phillypal.org

