

MAIN LINE TODAY
BEST
OF THE MAIN LINE & WESTERN SUBURBS
2011
PARTY!

**SPONSORSHIP
OPPORTUNITIES**

Thursday, August 4, 2011
Drexelbrook

MAIN LINE TODAY



Event: The 14th Annual Best of the Main Line Party

Date: Thursday, August 4, 2011

Time: 6:30 pm to 9:00 pm

Preview Party: 5:00 pm to 6:30 pm

Location: Drexelbrook

Tickets: Preview Party \$75, Door Price \$65, Advance Rate \$55, Group Rate \$45 for 15+

The Best of the Main Line and Western Suburbs Party is a fun event that celebrates excellence and raises funds for worthy local causes. The people, places, services and restaurants that have received an esteemed Best of the Main Line award use this night to showcase why they are worthy of their title. Guests are excited to get out, see old friends, make new ones, dance, drink, and sample the vast array of delicious food and enjoyable products offered by our winners.

The Location

Drexelbrook is a state-of-the-art corporate event center with over 25,000 square feet of flexible break-out space. Drexelbrook also features a breathtaking marble and crystal lobby with 20-foot coffered ceilings, custom tapestries and a granite-topped bar. Main Line Today is thrilled to host the Best of the Main Line Party at Drexelbrook.

The Audience

The Best of the Main Line Party continues to be one of the most popular events on the Main Line and in the Western Suburbs with an attendance of over 2,000 guests.

The Promotion

Promotion for the Best of the Main Line Party begins in February and slowly builds until July when there is a heavy saturation. This Party is promoted in almost every advertising vehicle available including TV, radio, web, newspapers, magazines, posters, postcards, flyers, direct mail, e-mail and fax blast. Participating restaurants, services and sponsors also put out over 500 tent cards and posters in their restaurants, offices and stores.

Don't miss these deadlines!

- 2/16 Promotion in the April issue of Main Line Today closes.
- 3/17 Promotion in the May issue of Main Line Today closes.
- 4/13 Promotion in the June issue of Main Line Today closes.
- 5/1 Promotion in other print publications begins.
- 5/18 Promotion in the July issue of Main Line Today closes.
- 6/1 Posters, postcards, and flyers printed.
- 8/4 It's time to Party!



About the Beneficiaries

The primary goal of the Best of the Main Line Party is to raise money for the beneficiaries. Main Line Today is proud to be working with four nonprofit organizations again this year that make a positive difference for the people, especially the children and families, living on the Main Line and in the Western Suburbs. The 2011 Party beneficiaries are *Little Smiles*, *Women's Resource Center*, *Home of the Sparrow*, and *Mommy's Light*.

Little Smiles

Little Smiles is a non-profit 501(c)3 organization that provides toys, games, DVDs, computers, VIP outings, celebrity meet-and-greets, concerts, sporting event tickets, theme park tickets, fun food runs, NERF gun wars and much more for children in local hospitals, hospices and shelters. We pride ourselves on being local, immediate and hands on: and our Board of Directors is comprised of all volunteers. We have no staff or office, so all of the net proceeds go to the kids. We do this by acting as a silent checkbook for the people on the front lines ... the nurses, social workers and child life specialists. No one else supports them like Little Smiles.

Women's Resource Center

Women's Resource Center (WRC) has served the Delaware Valley for over 30 years, and is dedicated to providing accurate information and referrals for women who are in crisis or transition. WRC supports women, strengthens families, and builds communities through counseling, legal, and educational services. The Center's goal is to empower women to make informed decisions and achieve personal growth during life transitions in a safe, caring, and supportive environment.

Home of the Sparrow

Home of the Sparrow's mission is to provide housing and supportive services to homeless women and mothers of children to help them move from homelessness to independence and self-sufficiency. Core feature of the program include the provision of safe housing, life skills training, mentoring, and links to community services to enable these women to build the skills they need to achieve independence and provide successfully for their children. Since the 1995 inception, more than 550 women and children have participated in the Transitional Housing Program. Nearly 80% of these families went on to live independently after completing the program.

Mommy's Light

There are more than 20,000 maternally bereaved children and teens living in the Delaware Valley region. When a mother is terminally ill or dies, a multitude of questions, emotions and concerns can arise for her children and adult family members. Are my feelings normal? Does my child need additional help? What can I do or say to help? Is there a right way to grieve? Mommy's Light provides free bereavement education materials and tradition fulfillment services to help answer these and other questions. The mission is to bring joy and comfort to children and teens by helping them keep alive traditions and simple pleasures they shared with their mothers.



Charitable Contribution

A portion of the sponsorship proceeds after expenses will be contributed to the selected charities.

In 2010, over \$27,000 was donated to charity.

Event Marketing

Event marketing is one of the best ways to reach consumers. Consumers that have seen or heard about your product finally get a chance to hold it, touch it, taste it, and experience it at an event. Events are where your branding campaign meets real life.

As a sponsor at any level you get the following benefits:

- Involvement with one of the most well-established events on the Main Line and in the Western Suburbs.
- Increased visibility and awareness of your company's products and services.
- Opportunity to market to new and existing customers.
- On-site distribution of promotional literature and sampling opportunities.
- Cross-promotion opportunities with other sponsors.
- Employee and client thank you and entertainment opportunities.

Testimonials from Previous Parties

"I want you all to know what an honor it is to be able to participate again as a sponsor for the Best Of party. Understandably, the economy over the past few years has made it much tougher on charitable organizations. Having been a previous sponsor of the event, I've gotten to know the folks who do all of this great work and how important it is to support them, especially now. These are the times that those who ARE ABLE need to dig a little deeper to help, which is why I have chosen to become a Platinum Sponsor this year. There are so many ways to measure success. I believe that the ability to give back is at the top of the pyramid. If I may quote one of my mentors, Anthony Robbins, 'It is not what we get. But who we become, what we contribute... that gives meaning to our lives.' Sally, thank you for giving me the opportunity to be a part of this great event, and I truly hope that this year's party is the best ever."

Dr. Jon Scharf



"The Best of the Main Line Party is not to be missed. We look forward to it every year."

Amy Hunt, Phoenixville

"The Best of the Main Line Party is an outstanding evening and we are delighted to invite all of our friends."

Jayne Garrison, Media

"I am proud to see so many of our members honored in this showcase of fabulous restaurants. Truly an event not to be missed."

Dee Rogevich

Director of Operations

Pa. Restaurant Association

Brandywine Chapter

"The BEST OF PARTY is appropriately named. It's THE best Party of the year. Great food, fabulous drinks and EVERYBODY goes!"

Debbi Calton, WMGK

"I look forward to the Best of the Main Line Party for several reasons. As a local resident it is a great way to visit the nearby restaurants, salons and other businesses that are showcased. Not only do I see some old favorites but I inevitably see a new place or business I'd like to try. I also know that my donation for entry goes to a good cause, so it is a fun way to give to the community and have fun."

Leah Mulhearn, Wayne, PA

2010 Party Pictures





Sponsorship Levels

\$15,000 DIAMOND SPONSOR *Exclusive by Industry*

Multimedia benefits:	Value:
Full-page, color ad in the Best of the Main Line section of the July issue.	3900
Company name recognition as a sponsor on all radio commercials.	2400
Leaderboard with hotlink on event web page.	2800
Customized web page in the resource section of mainlinetoday.com.	500
Company logo with hotlink on event web page.	300
Inclusion in press release.	1000
Sponsor profile in the Best of the Main Line section of the July issue.	3000

Brand recognition benefits:	Value:
Company logo on all print advertising in newspapers, chamber inserts, and magazines.	5250
Company logo on tickets printed for event.	1000
Company logo on full-color, glossy promotional ads in Main Line Today.	3000
Company logo on over 2500 flyers, posters, and save-the-date cards (Must be signed by Jan 30).	1000
Company logo on 600 table tent cards displayed at winning restaurants.	158
Premium position for company logo on 2500 direct mail invitations.	2000
Company logo on e-blasts and fax blasts.	1050
Company logo on the full page Thank You ad in Main Line Today.	1575
Social network recognition.	2500

Event marketing benefits:	Value:
Premium exhibit space to directly market to all guests.	525
Company logo flashed on projection screen during event.	1000
Logo on the Party Passport with your booth as a destination for the scavenger hunt.	1050
30 VIP/Preview Party tickets.	2250
20 gift subscriptions to Main Line Today magazine.	180

Total Value: \$36,438 | Your Cost: \$15,000

\$10,000 PLATINUM SPONSOR

Multimedia benefits:	Value:
Full-page, color ad in the Best of the Main Line section in the July issue.	3900
Skyscraper with hotlink on event web page.	1400
Customized web page in the resource section of mainlinetoday.com.	500
Company logo with hotlink on event web page.	300
Sponsor profile in the Best of the Main Line section that runs in the July issue.	3000

Brand recognition benefits:	Value:
Company logo on all print advertising in newspapers, chamber inserts, and magazines.	5250
Company logo on full-color, glossy promotional ads in Main Line Today.	3000
Company logo on 2500 flyers, posters, and save-the-date cards (Must be signed by Jan 30).	1000
Company logo on 600 table tent cards displayed at winning restaurants.	158
Company logo on 2500 direct mail invitations.	2000
Company logo on e-blasts and fax blasts.	1050
Company logo on full color, glossy thank you ads in Main Line Today.	1575
Social network recognition.	2500

Event marketing benefits:	Value:
Booth exhibit space in a single location to directly market to all guests.	525
Company logo flashed on projection screen during event.	1000
Logo on the Party Passport with your booth as a destination for the scavenger hunt.	1050
20 tickets to the Preview Party.	1500
10 gift subscriptions to Main Line Today magazine.	90

Total Value: \$29,798 | Your Cost: \$10,000

Please complete the sign-up form to confirm your sponsorship.



\$5,000 GOLD SPONSOR

Multimedia benefits:

Half page color ad in Main Line Today's July issue.
Footer ad on event web page for 1 month plus a Customized Web Page.
Company logo with hotlink on event web page.
Sponsor profile in the July issue of Main Line Today.

Value:
2460
1050
300
3000

Brand recognition benefits:

Company logo on print advertising in newspapers, chamber inserts, and magazines.
Company logo on full-color, glossy promotional ads in Main Line Today.
Company logo on 2,500 flyers, posters, and save-the-date cards (Must be signed by Jan 30).
Company logo on 2,500 direct mail invitations.
Company logo on e-blasts, and fax blasts.
Company logo on full-color, glossy thank you ad in Main Line Today.

Value:
5250
3000
1000
2000
1050
1575

Event marketing benefits:

Booth exhibit space in a single location to directly market to all guests.
Company logo flashed on projection screen during event.
Logo on the Party Passport with your booth as a destination for the scavenger hunt.
15 tickets to the Preview Party.
5 gift subscriptions to Main Line Today magazine.

Value:
525
1000
1050
1125
45

Total Value: \$24,430 | Your Cost: \$5,000

\$3,000 SILVER SPONSOR

Multimedia benefits:

One-third page color ad in Main Line Today's July issue.
Small company logo on event web site.
Footer ad on event web page for 1 month plus a Customized Web Page.

Value:
1975
300
1050

Brand recognition benefits:

Company logo on all print advertising.
Name listed as sponsor in July issue.
5 complimentary tickets.
2 gift subscriptions to Main Line Today magazine.

Value:
5250
1000
375
18

Total Value: \$9,968 | Your Cost: \$3,000

\$1,500 BRONZE SPONSOR

Benefits:

One-sixth page color ad in Best of the Main Line section in Main Line Today's July issue.
Name listed as sponsor in July issue.
Small company logo on event web site.
5 complimentary tickets.
2 gift subscriptions to Main Line Today magazine.
Customized web page in the resource section of mainlinetoday.com.
Company name listed on all ads leading up to the event.

Value:
1265
1000
300
375
18
500

Total Value: \$3,458 | Your Cost: \$1,500

\$500 BUSINESS SPONSOR

Benefits:

Name listed as sponsor in July issue.
Small company logo on event web site.
4 complimentary tickets.
2 gift subscriptions to Main Line Today magazine.

Value:
1000
300
300
18

Total Value: \$1,618 | Your Cost: \$500

Please complete the sign-up form to confirm your sponsorship.



Sponsor Sign-Up Form

PLEASE CHECK ONE:

- | | |
|--|---|
| <input type="checkbox"/> \$15,000 Diamond Sponsor | <input type="checkbox"/> \$3,000 Silver Sponsor |
| <input type="checkbox"/> \$10,000 Platinum Sponsor | <input type="checkbox"/> \$1,500 Bronze Sponsor |
| <input type="checkbox"/> \$5,000 Gold Sponsor | <input type="checkbox"/> \$500 Business Sponsor |

Payments:

- All sponsorships must be paid in full by May 20, 2011 for the July 2011 issue
- All checks are made payable to Main Line Today.

Please fill out the information below as it should appear in any promotional material:

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Web Site: _____

E-mail: _____

Your Main Line Today Account Executive is: _____

I have read and agree to the terms of the sponsorship: — Client is to provide a one million dollar liability insurance policy naming Main Line Today as the additional insured.

Signature of Authorized Representative: _____

PLEASE FAX BACK TO 610-325-4636

Please complete the sponsorship form to confirm your sponsorship. Ad space cannot replace existing contract with Main Line Today. A portion of the sponsorship proceeds will be contributed to the selected charities.



Silent Auction Donation Form

YES, I'd like to donate to the Silent Auction!

Item description: _____

Value: _____

This item will be available for pickup on: _____

Logo Specs



Thank you for signing up!

We are excited to have you participate in our event. As a top-level sponsor, your logo will be listed on the majority of our marketing materials. In order to better serve your branding purposes, we ask that you follow a few guidelines to promote better readability of your logo.

Your Logo

Please refer to the following checklist when submitting your logo for use on select marketing materials. **You will provide 3 separate logos as detailed on this page.** If you wish for us to pick up your logo from a recent ad that we already have on file, please include magazine name, date and page number in your email. We may follow up with questions regarding any quality issues, and ask you to resend your logo according to our specifications.

Where to Send

If you are a top-level sponsor, please email your (three) logos according to the Checklist on this page to **logos@todaymediainc.com** including the event name + your name in the subject line.

Checklist

Please supply the following items:

- A color (CMYK) logo that is readable when used small on printed marketing materials — you may want to adjust your logo so that it is indeed readable and omit any small unreadable type. **300 dpi or vector PDF, EPS, or TIF.**
- An identical logo with color removed (100% BLACK) for newsprint printing — preferably no grays. **300 dpi or vector PDF, EPS, or TIF.**
- A color (RGB) logo that is readable when used small on our event webpage — you may want to adjust your logo for web readability. **Maximum size 200 pixels wide, 72 dpi JPG.**
- If your logo should link to a site based on your sponsorship or participation level, please supply the preferred URL to your business web site.

Questions?

Feel free to contact your account executive or email any logo questions to **logos@todaymediainc.com**.