



## SCHUYLKILL CANAL ASSOCIATION

A Non-profit Corporation

**Come celebrate with SCA on its 30<sup>TH</sup> Canal Day!**  
**A full day of family fun is planned for Sunday, June 24th!**

April 2012

To the Corporate / Business Community Member:

The Schuylkill Canal Association (SCA) will be celebrating its **30<sup>th</sup> Canal Day** on June 24, 2012; a full day of family fun is planned for the entire community to enjoy. SCA is inviting you to be a part of this exciting annual event by becoming a sponsor of the day's activities that without a doubt highlight the Schuylkill Canal and its heritage as it relates to the greater Philadelphia region.

SCA has held this yearly celebration on the last Sunday in June, rain or shine, for the past 29 years. From its beginning, SCA's goal has been to create awareness of this valuable resource within our community. Additionally it provides the Association with the opportunity to reach out to the community at large for financial support to assist as we continue in our ongoing preservation efforts. It has grown from a small gathering of canal enthusiasts to a community-wide fundraiser attracting 3,000 or more visitors who come to enjoy the fun, the recreational features and the history highlighted throughout the day.

Your generous support as a sponsor of Canal Day 2012 will display to all that you value the work the Association is doing. Your participation also says – you value your community. SCA believes your generosity will come back to you as well. Users of the Schuylkill Canal Park are more likely to frequent establishments that get involved and support the Association that in turn supports their healthy lifestyle. Your generosity will assist SCA in maintaining the recreational features available along the canal for all in the community to use. They will have you to thank for it.

SCA is hopeful that you do agree there is a reciprocal value to your sponsorship and we appeal to you to support this day-long, family-oriented celebration at the appropriate level you feel you can afford. Included is a reply form that gives you all the information regarding the sponsorship levels and the forms of acknowledgement provided.

Depending on the level of support provided sponsors will be listed in various forms of printed material and given the following benefits:

- Listed in the Canal Day program given to the anticipated 3,000 guests who will enjoy all the fun, again thanks to you,
- On sponsorship lists placed at each SCA table scattered throughout the grounds both at Lock 60 and St. Michael's Park the day of the event,
- Listed on SCA's Canal Day '12 web page and on SCA's website on the sponsor page
- On the back of the Schuylkill River Trail Run t-shirt given to the first 125 runners,
- And listed on both information kiosks; one at each end of the canal.

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In addition, for sponsorship at a higher level:

- At the \$1,000 or higher level – company supplied banner highlighting sponsorship
- At the \$500 level – listed as a sponsor of the Business Expo with a free space, please see the attached registration form providing all the information on that feature,
- At the \$500 level – a free full page ad in the Canal Day '12 program, please see the attached registration form providing all the information on the size requirement and deadline for ads,
- At the \$200/\$300 level – a free ¼ page size ad in the Canal Day '12 program.

SCA's 30<sup>th</sup> annual Canal Day will be a day full of family fun; participants from the local and regional community will come to the canal and be thrilled by the entertainment being offered. Starting at 9 AM, the Schuylkill River Trail Run will open the day followed by a variety of events including, food, music, kids' games and crafts, boat races and demos, a flea market, crafters and a business expo highlighting the businesses from the local community. The unique and exciting Canal Joust will provide all with a good laugh and the Locktender's House Art Show is slated to return this year. History and lock openings will be in abundance and the recreational features of the park will be on display all day long. As a leader and as someone who has a stake in your community – you definitely want to be a part of this!

Become a sponsor, sign up for a program ad and reserve a space in the business expo, all of this is available to you at a minimal cost. As indicated on the registration forms, the program ads and the Business Expo spaces are available to all interested businesses regardless of sponsorship. Hopefully, you will do both, it will be well worth it.

Thank you for your consideration, it is greatly appreciated. And if you have any questions or need more information, please do not hesitate to contact me; I can be reached at the number listed above or via email at [edaley@schuylkillcanal.com](mailto:edaley@schuylkillcanal.com).

Respectfully,

*Betsy*

Elizabeth B. Daley  
Executive Director

enclosures