



ART-IN-THE-PARK

Saturday, September 18, 10 A.M. - 5 P.M.

Mission

The West Park Civic Association (WPCA) exists to preserve, protect, enhance and promote Allentown's West Park and its surrounding neighborhood. WPCA advocates for the prevention of park and neighborhood blight and deterioration, enforcement of laws and ordinances within the area, and park and neighborhood safety and beautification. WPCA encourages harmonious relations among residents of West Park and its surrounding neighborhood.

Overview

The West Park Civic Association's Art-in-the-Park returns to Allentown's tranquil, verdant West Park on Saturday September 18, 10 A.M. to 5 P.M., rain or shine. The perennially popular event features fine art and crafts by dozens of artists from the Lehigh Valley and beyond. The park is a treasure of Allentown's historic West End and there is always a great turnout. Our talented, hardworking committee, chaired by arts leader Dr. Christine Isabelle Oaklander, is in the fourth year of injecting new ideas and bringing in fresh talent. Free exhibition space and cash prizes are offered to both high school and college students. Adult and student applicants will be vetted by Ward Van Haute, director of Bethlehem House Gallery and Diane LaBelle, former director of the GoggleWorks Center for the Arts and CEO (retired) of the Lehigh Valley Charter High School for the Arts. Prize judges will be Prof Curlee Raven Holton, master printmaker and Executive Director, David Driskell Center, University of Maryland College Park and Dr. William B. Crow, Executive Director, Lehigh University Art Galleries. Jessica Bastidas, 2018 Linny Award winner and American Vision Award winner in the National Scholastic Art Awards is our highlighted artist and poster designer. Demo artists will include Bastidas, Matthew Blum, Anthony Smith and Femi Johnson. Entertainment including the Allentown Band will be provided throughout the day. Food and drink will be offered by a range of vendors. Join us in West Park for a celebration of the arts at a glorious time of year. For additional information on sponsorship or applications, visit: <http://art-in-the-park.org>.

Covid-19 protocol as set forth by the State of Pennsylvania will be followed during the event.

Contact

Dr. Christine Isabelle Oaklander, Chair 610-248-0085

Tom Yuracka, President, West Park Civic Association 610-737-7132

See reverse side for sponsorship opportunities!

Art-in-the-Park 2021 Sponsorship

Dear Friend of West Park,

The West Park Civic Association (WPCA), established in 1975, has become a cornerstone of city life. Each year, we offer an active slate of events that bring together thousands of Allentonians, Lehigh Valley residents, and visitors. Additionally, we offer programs that improve the quality of life in and around the city including, but not limited to: cultural events, public art and education events, community service and cleanup events, historic promotion and tours, small business cooperation, and crime monitoring.

We have many sponsorship opportunities which will enable you or your company to engage with a large and affluent portion of the Lehigh Valley at Art-in-the-Park, a lead event for the city attended by several thousand visitors and exhibitors combined. Last year, to widen our reach, WPCA began tiered sponsorship opportunities for this event. We can work with your organization to set up monthly or quarterly payment plans. As a non-profit, WPCA relies on generous individuals like you to continue its high-impact community work and to add to the city's tourism attractions while supporting a vibrant cultural community.

"Masterpiece" Sponsor - \$5,000

Limited to one. Logo exposure on banners, signs, advertising, and exposure on our electronic communications (email blasts). Logo and text feature on the booklet cover and a table at the event to promote your organization/business. Free entry for all events and WPCA membership for up to 10 individuals, along with 10 event t-shirts.

"Easel" Sponsor - \$3000

Limited to two. Logo exposure on all circulated public material and advertising. This includes banners, the event booklet, flyers, and ads; and a full-page ad in the first few pages of our event booklet. Free table at the event to promote your organization/business. Free entry to all events and WPCA membership for up to 10 individuals is included, along with 10 event t-shirts.

"Fountain" Sponsor - \$1500

Byline exposure in our newsletter, a half-page ad in our event booklet, listing on our website in connection with the event, and a free table at the event to promote your organization/business. Free entry for all events and WPCA membership for up to 5 individuals, and 5 free event t-shirts are included.

"Arbor" Sponsor - \$750

Byline exposure in our newsletter, a half-page ad in the event booklet, and a free table at the event to promote your organization/business. Free entry for all events and WPCA membership for 3 individuals along with 3 free event t-shirts are included.

WPCA has an on-board graphic designer eager and willing to help you with formatting, modifying, and placing existing ads, logos, branding, and copy.

If lead sponsorship opportunities are not a good fit, do not fret! You can still place ads with us or sponsor at a lower bracket. Reach out to us at any time. **Your support is greatly appreciated.**

To become a sponsor, email Tom Yuracka at president@westparkcivic.org, or call 610-737-7132.

To place an ad, email Matt Kramer at advertising@westparkcivic.org, or call 215-730-3305.

All checks are payable to West Park Civic Association; please mail to 44 N. West St., Allentown 18102.