



## ART-IN-THE-PARK

Saturday, June 15, 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

Each June, as part of our menu of activities showcasing the beauty of West Park, we present **Art-in-the-Park**, a one-day exhibition and sale of fine art and crafts by quality artists from the Lehigh Valley and beyond. A lively roster of musical and dance performances in the historic Horace Trumbauer-designed bandshell entertains visitors and exhibitors. 2019 marks the 45th exhibition and the third year under the chairmanship of Dr. Christine Isabelle Oaklander, a prominent arts professional in the greater Lehigh Valley. Our committee members are working hard to improve the quality of the displays and attract exhibitors and visitors from a wider region while retaining our impressive local talent. We have instituted a jury for applicants and have also expanded our media partnerships. For many years, high school students were invited to show their art gratis; we now invite college students as well, offering an excellent professional opportunity for young talent. We have also enhanced the caliber of judges, drawing on our chairman's regional network to attract museum directors, art critics, and university professors. We have added to the mix a *plein-air* workshop, with participants painting in Allentown parks during two weekends preceding the show and a display by workshop participants as a feature of the show. We are actively visiting high-quality art and craft shows in the PA/NJ region to seek out new exhibitors and research the means and methods of established and successful shows. We offer cash prizes in many categories, including separate prizes for college and high-school students and a prize for artists using repurposed/recycled materials.

Art-in-the-Park is not only an eagerly-awaited cultural and social event each year, it enhances Allentown's attractions for tourists and potential new residents. This value has been acknowledged in recent years by support from leading merchants and prime movers, including City Center and Jaiindl Enterprises. Attendance averages 3,000-5,000, yielding terrific exposure for our sponsors. We invite you to join us in strengthening this popular event by sponsoring or making an in-kind gift. Contact: Tom Yuracka, President of WPCA 610-737-7132 / Dr. Christine Isabelle Oaklander, chair of Art-in-the-Park at 610-248-0085.

**See reverse side for sponsorship opportunities!**

# West Park Civic Association Annual Sponsorship

Dear Friend of West Park,

The West Park Civic Association (WPCA), established in 1975, has become a cornerstone of city life and events. Each year, we offer an active slate of events that bring together thousands of Allentonians, Lehigh Valley residents, and out of town visitors. Additionally, we offer programs that improve 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. This year, to improve transparency and widen our reach, WPCA began tiered annual sponsorship opportunities. 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.

## **"Park" Sponsor - \$2500/year**

Logo exposure on all circulated public material and advertising. This includes newsletters, event booklets, flyers, and ads; and exposure on our electronic communications (email blasts). Plus, you receive a full-page ad in all our major event booklets including premium placement for Art-in-the-Park and the House Tour. Free entry for all events and WPCA membership for up to 10 individuals is included.

## **"Bandshell" Sponsor - \$2000/year**

Logo exposure on circulated public material and advertising. This includes newsletters, event booklets, flyers, and ads; and a full-page ad in all our major event booklets (Art-in-the-Park and the House Tour). Free entry and WPCA membership for all events up to 10 individuals is included.

## **"Fountain" Sponsor - \$1500/year**

Byline exposure on newsletters and major events (Art-in-the-Park and the House Tour); and a half-page ad in all our major event booklets (Art-in-the-Park and the House Tour). Free entry for all events and WPCA membership for up to 5 individuals is included.

## **"Arbor" Sponsor - \$1000/year**

Byline exposure on newsletters. Additionally, you receive a half-page ad in one of our major event booklets (Art-in-the-Park and the House Tour). Free entry for all events and WPCA membership for 5 individuals is included.

WPCA has an on-board graphic designer willing to work with sponsors on formatting, modifying, and placing existing ads, logos, branding, and copy free-of-charge. WPCA will provide an end-of-year impact statement demonstrating how funds were distributed to our community causes.

If annual sponsorship opportunities are not appealing, do not fret! You can still place ads with us or sponsor individual events at a lower cost. Reach out to us at any time.

**Your continued support is greatly appreciated.**

To become a sponsor, email Tom Yuracka at [president@westparkcivic.org](mailto:president@westparkcivic.org), or call 610-737-7132.

To place an ad, email Matt Kramer at [advertising@westparkcivic.org](mailto: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.