



DIAMOND ANNIVERSARY

Commemorating the Battle of Fort Ligonier, October 12, 1758. Key engagement of the French and Indian War.

To: Potential and Returning Sponsors for Fort Ligonier Days 2019
From: Sponsorship Committee

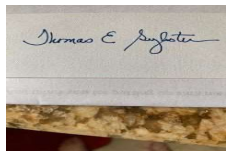
We are extremely excited about our 2019 celebration of Fort Ligonier Days to be held October 11, 12 and 13 as it is the celebration of our 60th year as a premier festival in western Pennsylvania!

Our advertising program will include print and media spots throughout western Pennsylvania as well as northeastern Ohio and selected areas in Maryland. This festival has grown into a major western Pennsylvania attraction that draws 100,000+ visitors over a three-day period each October and this year promises to be even better with award-winning college and high school bands and floats, highlighting the Saturday parade.

Compressing so many people into a town only 1 square mile creates an exceptional marketing opportunity! If you are not familiar with this annual event, it started in 1958 when the town celebrated the 200th anniversary of the founding of Fort Ligonier, a staging area during the French & Indian War for a British attack on Fort Duquesne in what would soon become the city of Pittsburgh. The festival, however, is much more than a parade and includes Battle Reenactments and Artillery Demonstrations at Fort Ligonier, several hundred craft vendors, kids' activities, over twenty food booths, live music, and a fireworks display Saturday night. There are continuous activities and attractions that draw attendees from the entire tri-state area.

This is a great opportunity to be a sponsor exhibitor and attract new customers!

To be included in all of our advertising, we would appreciate your commitment before August 1st. As an added value, your company will also benefit from our increased social media blitz with links to your web site on our interactive map. To reserve your preferred or premium booth space, or if you have any questions, please contact me directly at 724-454-3450, or by email at tesgolfer@comcast.net or send your application directly to Fort Ligonier Days, Inc. at the address shown. We look forward to your participation in our festival.



Thomas E. Sylvester
Chair, Sponsorship Committee

Administrative support is provided to Fort Ligonier Days, Inc.

LIGONIER VALLEY CHAMBER OF COMMERCE | 120 EAST MAIN STREET | LIGONIER, PA 15658 | (724) 238-4200 | ligonier.com

The official registration and financial information of Fort Ligonier Days, Inc. Public Charity may be donated from the Pennsylvania Department of State by calling toll-free, within PA, 1-800-732-0999. Registration does not imply endorsement.



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Fort Ligonier Days Sponsorship Levels - 2019

Lord John Ligonier **\$10,000 level**

Name & logo featured in Fort Ligonier Days program
Name & logo displayed on Fort Ligonier Days website
Exposure on the Fort Ligonier Days Facebook page with a link to your website
Four lamp post banners with individual name & logo displayed before & during event
Recognition at opening and closing ceremonies
Name & logo on parade reviewing stand
Sponsor recognition announced during parade
Position of advertising prominence in parade, i.e. company vehicle, mascot, banner, etc.
Banner in the parade (must provide banner)
Four complimentary tickets to Fort Ligonier

General John Forbes **\$5,000 level**

Name & logo featured in Fort Ligonier Days program
Name & logo displayed on Fort Ligonier Days website
Two lamp post banners with individual name & logo displayed before & during event
Recognition at opening and closing ceremonies
Sponsor recognition announced during parade
Advertising exposure in parade
Banner in the parade (must provide banner)
Two complimentary tickets to Fort Ligonier

Colonel Henry Bouquet **\$2,000 level**

Name & Logo featured in Fort Ligonier Days program
Name & logo listed on Fort Ligonier Days website
Tent set up in Festival Area
Recognition at opening and closing ceremonies
Advertising exposure in parade
Banner in the parade (must provide banner)

Sir Arthur St. Clair **\$1,000 level**

Name listed in Fort Ligonier Days program
Name listed on Fort Ligonier Days website
Banner in the parade (must provide banner)
Name mentioned during parade

General George Washington **\$500 level**

Name listed in Fort Ligonier Days program
Name listed on Fort Ligonier Days website

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Sponsor Application

October 11, 12 & 13, 2019

Return by August 1, 2019 to: Fort Ligonier Days Inc.
P.O. Box 528
Ligonier, PA 15658
(724) 238-3680

Company/Organization Name: _____

Contact Person: _____

Company Address: _____

Company Telephone Number: _____

Company E-mail Address: _____

Company description (1-2 sentences): _____

SPONSORSHIP LEVELS:

Lord John Ligonier-----	\$10,000
General John Forbes-----	\$5,000
Colonel Henry Bouquet-----	\$2,000
Sir Arthur St. Clair-----	\$1,000
General George Washington-----	\$500

SPONSORSHIP GUIDELINES:

1. Sponsor Application completed and returned by August 1, 2019.
2. A digital copy of sponsor name and logo as it would appear on promotional materials emailed to info@fortligonierdays.com by August 1, 2019.
3. Sponsor fee paid by August 15, 2019, check made payable to: Fort Ligonier Days, Inc.
4. Parade banner to be displayed during parade on Saturday of event delivered to the Chamber Office no later than September 30, 2019.

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