

SPONSORSHIP OPPORTUNITIES

PSRC's FALL FUNDRAISER
PROUDLY PRESENTS

A transformative evening with

DR. BERNICE A. KING

CEO OF THE KING CENTER

SATURDAY, OCTOBER 16, 2021



This Fall, PSRC is hosting Dr. Bernice A. King, for our virtual annual fundraising event. Proceeds from this event funds PSRC's essential social services providing support and extensive educational and social programming for the most vulnerable in our community. PSRC has set a goal to raise \$75,000. Help us achieve this goal and become an event sponsor.

An event sponsorship offers unique advertising benefits. We are a perfect fit for the company looking to build brand awareness, share their communal responsibility and increase visibility among 3,500 plus patrons of the greater Princeton area.

Date: Saturday, October 16, 2021

**Virtual Program Time:
7:30 p.m. to 8:30 p.m.**

**Virtual VIP meet and greet via Zoom
6:30-7:15 p.m.**



PRINCETON SENIOR RESOURCE CENTER
45 Stockton Street • Princeton • NJ • 08540
princetonsenior.org • 609.751.9699

Company Name _____

Address _____

Contact Name _____

Signature _____

Telephone _____ Fax _____

Email _____

Administrative Contact _____

Telephone _____ Email _____

Freedom Circle — \$10,000

- 10 Complimentary or Pay It Forward tickets
- VIP virtual reception with Dr. Bernice A. King 6:30–7:15 p.m.
- Recognition on digital invitation with active hyperlink; recognition in digital program (full page ad, first page — first come, first serve basis); company name on PSRC website with active hyperlink; and name listing in eblasts

Justice Circle — \$5,000

- 6 Complimentary or Pay It Forward tickets
- VIP virtual reception with Dr. Bernice A. King 6:30–7:15 p.m.
- Recognition on digital invitation with active hyperlink; recognition in digital program (half page ad; company name on PSRC website with active hyperlink; and name listing in eblasts

Leadership Circle — \$2,500

- 4 Complimentary or Pay It Forward tickets
- VIP virtual reception with Dr. Bernice A. King 6:30–7:15 p.m.
- Recognition on digital invitation; recognition in digital program (half page ad); company name on PSRC website with active hyperlink; and name listing in eblasts

Impact Circle — \$1,500

- 4 Complimentary or Pay It Forward tickets
- VIP virtual reception with Dr. Bernice A. King 6:30–7:15 p.m.
- Recognition on digital invitation; recognition in digital program (quarter page ad); company name on PSRC website with active hyperlink; and name listing in eblasts

**digital ad journal specifications on reverse*

PAYMENT INFORMATION (Check or Credit Card)

Check Number _____ Check Amount _____

Card Number _____

Exp ____/____ CVV _____

Cardholder Name _____

Signature _____ Date _____

PLEASE KEEP A COPY OF THIS AGREEMENT FOR YOUR RECORDS.

PSRC EVENT PROGRAM ADVERTISING RATES & SIZES

- Full page ad: **\$1,000** — 6" wide x 7.5" high
- Half page vertical ad: **\$700** — 3" wide x 7.5" high
- Half page horizontal ad: **\$700** — 6" wide x 3.75" high
- Quarter page vertical ad: **\$350** — 3" wide x 3.75" high
- Business card size ad: **\$125** — 3" wide x 1.875" high

ADVERTISING DEADLINE & SPECIFICATIONS

- For sponsorship name inclusion in our pre-event promotional materials register and make payment by September 1, 2021 to be included in the first digital invitation.
- **FINAL payment and artwork deadline for inclusion in digital ad program is Thursday, October 1, 2021**
- All advertising copy should be submitted at actual size, camera-ready, no bleeds, 300 DPI
- We accept the following formats: PDF (preferred), EPS, AI
- Email ads with all logos, images, and fonts embedded to bprince@princetonsenior.org

QUESTIONS:

Contact Barbara Prince at 609.751.9699, ext. 107
or bprince@princetonsenior.org

THANK YOU FOR BELIEVING IN OUR CAUSE —
WE THANK YOU FOR YOUR SUPPORT!

PSRC EVENT

DIGITAL PROGRAM ADVERTISING RATES & SIZES

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