

GET ON BOARD!

NORTHERN CENTRAL RAILWAY **OF YORK**

YORK COUNTY, PA

SPONSORSHIP OPPORTUNITY



Support NCR with a sponsorship opportunity. Select from multiple sponsorship options that fit your business needs.

*** Benefits of Sponsoring ***

- > Exposure to new audience
- > Raise brand awareness
- > Community goodwill
- > Charitable support
- > Increase perceived image
- > Target your demographic
- > Generate leads for your business
- > Free and/or discounted excursions tickets
- > Naming opportunities
- > Affordable marketing

*** Sponsorship Options ***

ANNUAL SPONSORSHIPS

Expose your brand over 300 excursions that reach nearly 20,000 riders per year.

PENNSYLVANIA COWBOY WEEKEND

Support a unique two-day event that attracts over 1,000 visitors to New Freedom, PA.

SPECIAL EVENTS

NCR creates family-friendly, fun themed excursions. Select from over 20 themed excursions that align with your brand.

For more information or to customize a package please contact:

NorthernCentralRailway.com | 717.942.2370

P.O. Box 128 • 2 W. Main St. • New Freedom, PA 17349

ASHLEY ZIMMERMAN

Director of Development & Sustainability

azimmerman@northerncentralrailway.com

Phone: 717.942.2370 x102



Annual Sponsorship Opportunities

Almost 300 excursions offered to the following destinations: Seitzland, Glen Rock, Hanover Junction & Seven Valleys

	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Verbal recognition at every excursion	X	X	X	X
Logo placement on NCR website & in gift shop	X	X	X	X
Social media recognition of sponsorship & logo featured on e-newsletters	4 posts	3 posts	2 posts	1 posts
Logo placed on Train Observatory window & additional print marketing materials	X	X	X	X
Discounted tickets for employees and/or customers	X	X	X	X
Free tickets to employees	40 tickets	30 tickets	25 tickets	20 tickets
Early access to peak event ticket sales	X	X		
One Rail Tie naming opportunity, valued at \$125	X	X		
One complimentary private charter, valued at \$4,000	X			
One coach seat naming opportunity, valued at \$1,500	X			

Annual Sponsorships can be customized. Sponsorships with a multi year commitment will receive additional benefits.