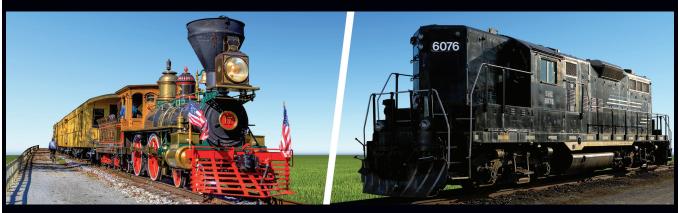




YORK COUNTY, PA

# 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	×	×	×	×
Logo placement on NCR website & in gift shop	×	×	×	×
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	×	×	×	×
Discounted tickets for employees and/or customers	×	×	×	×
Free tickets to employees	40 tickets	30 tickets	25 tickets	20 tickets
Early access to peak event ticket sales	×	×		
One Rail Tie naming opportunity, valued at \$125	×	×		
One complimentary private charter, valued at \$4,000	Х			
One coach seat naming opportunity, valued at \$1,500	X			