

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

* 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



Pennsylvania Cowboy Weekend

Over 1,000 visitors in 2 days to New Freedom, PA.
Event includes Six Excursion Options,
Live Entertainment, Vendors & Food Trucks

October 10 & 11 2020	Hoedown \$10,000	Sheriff \$5,000	Covered Wagon \$1,000	Boot Spur \$500	Community Partner \$50-\$250
Free tickets to excursion	10 Free Tickets	8 Free Tickets	4 Free Tickets	2 Free Tickets	1 Free Ticket (min. \$100 sponship)
Participating Community Partner sign for your business	X	X	X	X	X
Opportunity to distribute company marketing materials	X	X	X	X	
Logo placement on NCR website as event sponsor & in gift shop during event	X	X	X	X	
Logo placed on event printed marketing materials & event signage	X	X	X		
Daily social media post of sponsorship acknowledgement leading up to & during event	Three daily posts during event	Two daily posts during event	One daily post during event		
Verbal recognition during event	X	X	X	X	
Event "Presented by" recognition	X				

Unique A La Carte Options:

Shooting Gallery - \$700
Shuttle Bus - \$1,000
Trick Shooters - \$1,600

Wagon Rides - \$2,000
Chuck Wagon - \$1,600

Musicians - \$1,000
Kid's Craft - \$250
Chuck Wagon - \$1,600

Sponsorships with a multi year commitment will receive additional benefits.