

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

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NORTHERN CENTRAL RAILWAY



Special Event Sponsorship Opportunities

	Historical \$2,500	Holiday Adventures \$5,000	Tannenbaum \$10,000	Fall Foliage \$5,000	A La Carte Event \$1,000
Day of Events	4 Days Great option for History Buffs	9 Days Most attended family event	6 Days Marquee Annual Event	12 Days Offers the most days per event	1 Day Pick a special event for your business
Verbal recognition at every excursion	X	X	X	X	X
Logo placement on NCR website & in gift shop	X	X	X	X	X
Social media recognition of sponsorship & logo featured on event emails	4 Posts	9 Posts	6 Posts	12 Posts	1 Post
Free Tickets to Event	4 Tickets	6 Tickets	6 Tickets	6 Tickets	2 Tickets
Early access to peak event ticket sales	X	X	X	X	X
Opportunity to distribute company marketing materials	X	X	X	X	X
Participating Community Partner Sign for your business	X	X	X	X	X

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

Holiday Adventures includes Santa Express
and Ice Princesses excursions.

Historical includes Wild West Express
and Historical Entertainers.

Please reference the calendar
on our website for all upcoming special
A La Carte excursion opportunities.

A La Carte Tannenbaum Rides are \$2,000 per day.