



SPONSORSHIP OPPORTUNITIES





9.18.25

TELLUS360

24 E King St, Lancaster, PA 17602

ABOUT THE EVENT

VeloCity is an annual fundraiser for the Lancaster City Alliance celebrating the very best that the City of Lancaster has to offer. Our art, culture, food, beverage and fashion come together in one event to celebrate this vibrant City.

This year we will feature local food tastings, live performances, a silent auction showcasing our local merchants, boutiques, restaurants, arts and businesses, fashion show, and a cocktail competition, featuring your favorite local bartenders. NEW this year is a Restaurant competition.

When you serve as an event sponsor for VeloCity you will be a part of bringing together the City's most passionate supporters. Your presence at the event will demonstrate your commitment to a vibrant City for all. VeloCity is an opportunity for the City's small businesses to showcase their talent, innovation, and creative vision and we hope you will join us in support of their work.

All sponsorship levels include VIP tickets which allow early access, open bar, and access to the cocktail competition.



Proceeds benefit Lancaster City Alliance and the Downtown Investment District

MEDIA SPONSOR



SPONSORSHIP OPPORTUNITIES

Deadline for full promotional benefits is July 31, 2025.

PRESENTING SPONSOR (1 AVAILABLE) **\$7,500**

- Onstage recognition and welcome message prior to fashion show
- Top billing on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 14 VIP tickets – Early Access and Open Bar

COCKTAIL COMPETITION SPONSOR (1 AVAILABLE) **\$5,000**

- Naming Rights: Cocktail Competition –Presented by (Your Company)
- Voting tokens with your logo
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 10 VIP tickets - Early Access and Open Bar

SECURED BY:



RESTAURANT COMPETITION SPONSOR (1 AVAILABLE) **\$5,000**

- Naming Rights: Tastes of Lancaster – Presented by (Your Company)
- Napkins with your company logo
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 10 VIP tickets - Early Access and Open Bar

SECURED BY:



FASHION SHOW SPONSOR (1 AVAILABLE) **\$5,000**

- Naming Rights: VeloCity Fashion Show –Presented by (Your Company)
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 10 VIP tickets - Early Access and Open Bar



SILENT AUCTION SPONSOR (1 AVAILABLE)

\$5,000

- Naming Rights: Merchants of Lancaster – Presented by (Your Company)
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 10 VIP tickets - Early Access and Open Bar

SECURED BY:



BAR SPONSOR (2 AVAILABLE)

\$5,000

- Naming Rights: Bar – Presented by (Your Company)
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 10 VIP tickets - Early Access and Open Bar

1 SECURED BY:



VELOCITY PARTNER

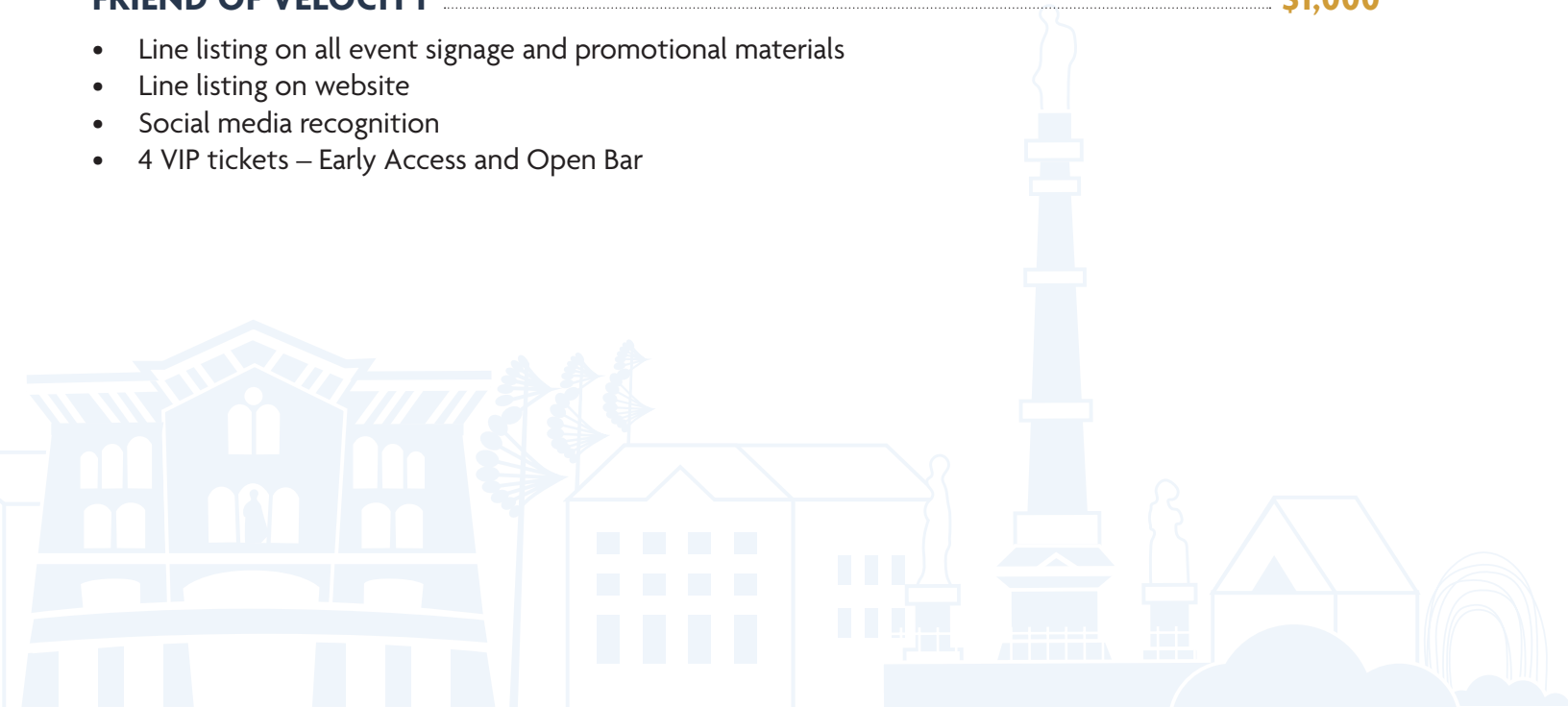
\$2,500

- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition
- 8 VIP tickets – Early Access and Open Bar

FRIEND OF VELOCITY

\$1,000

- Line listing on all event signage and promotional materials
- Line listing on website
- Social media recognition
- 4 VIP tickets – Early Access and Open Bar



SPONSORSHIP FORM

Deadline for full promotional benefits is July 31, 2025.
Please complete this form and mail or email it to:

Colleen Wagner

Director of Administration and Relations, Lancaster City Alliance
cwagner@teamlanc.org
717.394.0783
115 East King Street
Lancaster, PA 17602



Company Name _____

Primary Contact Person _____

Contact Email _____

Contact Phone _____

Mailing Address _____

City _____ State _____ Zip _____

Website _____

Facebook Handle _____ Instagram Handle _____

PLEASE INDICATE YOUR LEVEL OF PARTNERSHIP

- ☐ Presenting Sponsor..... \$7,500
- ☐ Fashion Show Sponsor..... \$5,000
- ☐ Silent Auction Sponsor \$5,000
- ☐ Bar Sponsor \$5,000
- ☐ Velocity Partner..... \$2,500
- ☐ Friend of VeloCity \$1,000



SCAN TO PAY ONLINE
or visit onecau.se/velocity



**SCAN TO DONATE
AN AUCTION ITEM**
or visit onecau.se/velocity

PAYMENT

Payment is requested on or before July 31, 2025 to receive full promotional benefits.

- ☐ Please invoice me ☐ Enclosed is a check made payable to Lancaster City Alliance

Signature of individual authorized to approve partnership _____

Printed Name _____ Title _____ Date _____

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cwagner@teamlanc.org
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SPONSORSHIP PACKAGE TICKETS:

If you don't intend to use all complimentary tickets in your sponsor package, please let us know how many you would like to release into our general pool of complimentary tickets for other attendees.

☐ WE WILL NOT BE ABLE TO ATTEND THE EVENT. PLEASE RELEASE OUR TICKETS.

☐ WE WOULD LIKE TO RELEASE _____ TICKETS.

DONATE AN AUCTION ITEM

☐ Consignment Only

Purchase Price _____

Name of Item _____

Value _____

Description _____
