



SPONSORSHIP OPPORTUNITIES





9.24.26
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, as well as a cocktail competition featuring your favorite local bartenders. The evening will culminate in a dynamic fashion show highlighting our vibrant retail community

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, 2026.

MEDIA SPONSOR (1 AVAILABLE)

\$7,500

- Naming Rights: Media Sponsor – Presented by LNP Media Group, Inc.
- On stage 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
- 10 VIP tickets – Early Access and Open Bar

SECURED BY:
LNP
MEDIA GROUP, Inc.

PRESENTING SPONSOR (1 AVAILABLE)

\$7,500

- Naming Rights: Presenting Sponsor – Presented by (Your Company)
- On stage 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
- 10 VIP tickets – Early Access and Open Bar

COCKTAIL COMPETITION SPONSOR (1 AVAILABLE)

\$5,000

- Naming Rights: Cocktail Competition – Presented by (Your Company)
- Cocktail Competition 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
- 8 VIP tickets - Early Access and Open Bar

SECURED BY:



RESTAURANT COMPETITION SPONSOR (1 AVAILABLE)

\$5,000

- Naming Rights: Tastes of Lancaster – Presented by GEM's Catering
- Tastes of Lancaster Competition 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
- 8 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 Fashion Show runway guide signs
- Logo/name on all event signage and promotional materials
- Logo/name on website
- Social media recognition with logo and live link
- 8 VIP tickets - Early Access and Open Bar

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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
- 8 VIP tickets - Early Access and Open Bar

SECURED BY:



Ephrata National Bank
You'll feel the difference.

BAR SPONSOR (2 1 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
- 8 VIP tickets - Early Access and Open Bar

#1 SECURED BY:

#2 SECURED BY:



VELOCITY PARTNER

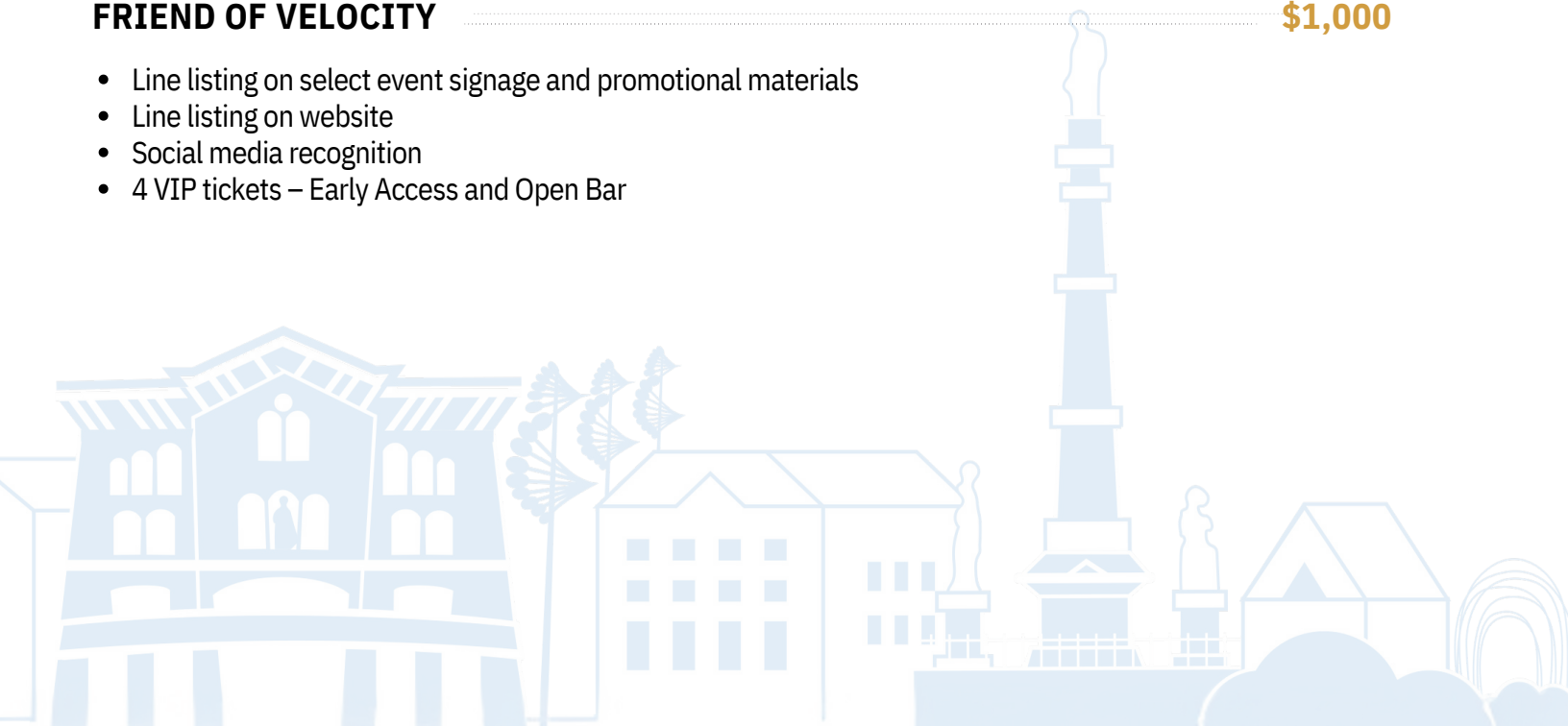
\$2,500

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

FRIEND OF VELOCITY

\$1,000

- Line listing on select 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, 2026.
Please complete this form and mail or email it to:

Colleen E. Wagner

Vice President, Administration & 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..... \$7,500
- ☐ Fashion Show Sponsor..... \$5,000
- ☐ Cocktail Competition Sponsor..... \$5,000
- ☐ Silent Auction Sponsor..... \$5,000
- ☐ Bar Sponsor(1 Remaining)..... \$5,000
- ☐ Velocity Partner..... \$2,500
- ☐ Friend of VeloCity..... \$1,000



SCAN TO PAY ONLINE or visit:
onecau.se/velocity

*Please cover the processing fee to ensure your full contribution goes to the program.

PAYMENT

Payment is requested on or before July 31, 2026 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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Colleen E. Wagner

Vice President Administration & Relations

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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 _____



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