



THIRD BIENNIAL
**UNDERGROUND RAILROAD
WALKING TOUR**

NEW BRIGHTON, PENNA.

SEPTEMBER 30, 2023

• SPONSORSHIP OPPORTUNITIES •

ABOUT THE EVENT

The New Brighton Historical Society is thrilled to be holding its third biennial Underground Railroad Walking Tour on September 30, 2023, and your business can be part of this exciting historical deep dive into our town's past!

The two-day event will kick off Friday evening at the Merrick Art Gallery with the presentation, "After They Got Here: The Remarkable Accomplishments of Pittsburgh's Runaway Slaves," by Dr. Laurence Glasco, Associate Professor of the University of Pittsburgh's History Department. The walking tour will take place on Saturday, guiding attendees to a number of safe house sites in New Brighton, PA.

One site on the tour is the Irish-Townsend House, which is currently undergoing restoration by the Historical Society so the community can relive its history and enjoy its beauty for years to come. Another site is the Merrick Art Gallery, which recently garnered national coverage in *USA Today* for a recently discovered tunnel.

The Underground Railroad Walking Tour needs your support to be able to offer this view into its history, which was kept quiet for centuries out of fear for those involved. People from near and far will participate in the walk where they'll learn the secrets of the homes and the dangers faced by both the homeowners and the freedom seekers.

We hope you'll help us preserve this important piece of history. Your business will be prominently featured as a sponsor of the Underground Railroad Walking Tour through any of the following sponsorship opportunities.

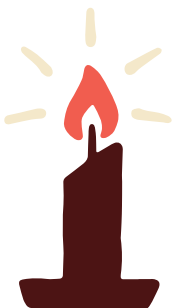
HIGH-LEVEL STATS

600+
ATTENDEES ON 2021
WALKING TOUR

200+
MONTHLY AVERAGE PAGE
VIEWS TO UGRR WEB PAGE

3K+
FACEBOOK PAGE
FOLLOWERS

UNDERGROUND RAILROAD WALKING TOUR ♦ SPONSORSHIP OPPORTUNITIES



NBHISTORY.ORG

SPONSORSHIP OPPORTUNITIES

\$2,500

LEVEL SOLD

PRESENTING SPONSOR

With only one sponsorship opportunity available at this level, you will receive the greatest exposure for your brand as the presenting sponsor.

- Listed as the presenting sponsor in all media releases (print, digital, radio)
- Social media post with your logo announcing your sponsorship
- Company name listed as the presenting sponsor on large event banner
- Logo on all print advertising materials, for example, posters and fliers
- Logo on day-of event posters (all safe houses, starting and ending points)
- Logo on top back of all volunteers' t-shirts
- Private tour for 10 people on date of choosing of the entire Irish-Townsend House with refreshments
- Recognition as the presenting sponsor on the New Brighton Historical Society's website (nbhistory.org) for one year (hyperlinked logo on Underground Railroad Walking Tour web page)

\$1,000

SAFE HOUSE SPONSOR

- Logo on all print advertising materials, for example, posters and fliers
- Logo on day-of event posters (all safe houses, starting and ending points)
- Logo on top back of all volunteers' t-shirts
- Private tour for 6 people on date of choosing of the entire Irish-Townsend House with refreshments
- Recognition as a Safe House Sponsor on the New Brighton Historical Society's website (nbhistory.org) until the event is complete (hyperlinked logo on Underground Railroad Walking Tour web page)

\$500

UNDERGROUND RAILROAD CHAMPION

- Logo on day-of event posters (all safe houses, starting and ending points)
- Logo on top back of all volunteers' t-shirts
- Private tour for 4 people on date of choosing of the entire Irish-Townsend House with refreshments
- Recognition as an Underground Railroad Champion on the New Brighton Historical Society's website (nbhistory.org) until the event is complete (hyperlinked logo on Underground Railroad Walking Tour web page)

SPONSORSHIP FORM

YES, WE WOULD LIKE TO SPONSOR THE UNDERGROUND RAILROAD WALKING TOUR AT THE FOLLOWING LEVEL:

~~Presenting Sponsor (\$2,500)~~ **LEVEL SOLD**

Safe House Sponsor (\$1,000)

Underground Railroad Champion (\$500)

Please make all checks payable to New Brighton Historical Society.
Mail check and completed form to 1229 7th Avenue, New Brighton, PA 15066.

Name:

Title:

Company:

Address:

City:

State:

Zip:

Email:

Phone:

The New Brighton Historical Society is a tax-exempt, charitable 501(c)3 organization. Contributions are tax-deductible to the fullest extent of the law.
All contributions support the organization's projects within our community. A receipt will be sent upon donation.

DEADLINES + SPECS

All materials due no later than: August 1, 2023

Logos: Single color and full color EPS, SVG, or AI vector files

Email completed form and logos to: NewBrightonHistoricalSociety@gmail.com

QUESTIONS?

Contact fundraising committee member, Joan Shanahan at joan.shanahan@yahoo.com