



14th ANNUAL

GREATER ANDERSON DAYS

JULY 27 - 29, 2012 at BEECH ACRES PARK



SPONSORSHIP OPPORTUNITIES



EVENT OVERVIEW



Greater Anderson Days was voted the **Community Press Readers' Choice Award for "Best Festival on the Eastside"** two years in a row!

Located in southeastern Hamilton County along the Ohio River, Anderson Township is an extraordinary place to live, and one summer event in particular celebrates the best of it: **Greater Anderson Days - 2009 & 2010 Community Press Readers' Choice Winner for "Best Community Festival/Event"!**

Anderson Township has a wide range of businesses and restaurants offering an array of goods and services, a rich history, and highly rated public and parochial school systems. The area is also fortunate to have local groups and organizations committed to the betterment of the Anderson community. In addition, recreation and leisure opportunities abound, thanks to strong park systems.

Anderson Township Park District, together with the Anderson Area Chamber of Commerce, Anderson Township Government, and the American Legion Post 318, have once again joined forces to present Greater Anderson Days. Created in 1999, Greater Anderson Days was envisioned to bring people together, allow businesses to meet new customers, give organizations more visibility, and celebrate all that Anderson Township has to offer.

Now in its fourteenth year, Anderson's most anticipated summer event — Greater Anderson Days — is an incredible weekend of great food from local restaurants, live music, Rozzi's Famous Fireworks, a Business Expo, games, rides, gambling, tremendous teamwork, and tons of fun. This July weekend tradition attracts thousands from the Anderson area and beyond for a blend of exciting festival atmosphere and familiar hometown appeal. Proceeds benefit the Anderson Foundation For Parks & Recreation Playground Fund.

Come experience Greater Anderson Days, July 27 - 29, for a hometown summer event that captures the spirit of an extraordinary community!





EVENT DETAILS

July 27 - 29, 2012

Friday & Saturday: 5 pm - 11 pm

Sunday: 5 pm - 10 pm

LOCATION

Beech Acres Park - 6910 Salem Road

AUDIENCE

Thousands of people of all ages

BENEFITS in DETAIL

The following are benefits available to event sponsors, depending on level. Benefits are subject to change.

Enquirer Media

• Event Mini Book

- Advertorial (an article with logo) in the full color event mini book delivered to over 46,000 readers within Eastern and Northeastern Cincinnati. Sponsors also have the option to upgrade to a full color ad with online banners at a discounted rate.

• Advertisements

- Logo will appear in 3 event ads featured in Community Press papers.



Event Website & Email Blasts

- Company logo or name featured on www.AndersonParks.com/Adays (year-round exposure).
- Link to your website.
- Logo featured in email blasts sent out to 4,300+ subscribers.



ATPD Park Guides

- Logo in the summer and fall issues of the Park District's publication, *Park Guide*.

- 22,000 copies are mailed to Anderson Residents before and after the event.



Event T-Shirts

- Logo featured on 445 shirts worn by sponsors, volunteers, and staff.



Posters and Flyers

- Logo on 200 posters and 750 flyers displayed throughout Eastern Cincinnati and Anderson area businesses.



On-Site Benefits

- Banners (varies by level)
 - Event entrances
 - Sponsor reception
 - Main stage
 - Sponsored location
- On-site Booth
 - 1, 10' x 10' booth, if desired.
- PA Announcements
 - Recognition between performances and during introductions.
- Promotional Items
 - Sponsors have the option to have their promotional items distributed at the event.
- Sponsor Reception
 - Private area on Sunday with fireworks seating and refreshments for sponsors and their guest(s).
- Preferred Parking
 - On-site parking passes for sponsors and their guest(s).



BENEFITS MATRIX



Major Sponsorships

Supporting Sponsorships

Benefit	Fireworks Sponsor	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Adopt-A-Band Sponsor
	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500	\$500
Stage Banner	1	1	1				Sponsorship includes: • From the stage, your business will be announced as an official sponsor before and after your band's performance. • You have the opportunity to display your sign or banner during the time your band is performing. • You have the opportunity to distribute promotional items before, during, and after your band's performance. • Your business name will appear as "sponsored by" on all ATPD band promotion materials.
Banners	8	6	4	2			
Posters	LOGO*	LOGO*	LOGO*	LOGO*			
Flyers	LOGO*	LOGO*	LOGO*	LOGO*			
Community Press' Greater Anderson Days Mini Book	Logo and 1 page advertorial	Logo and 1/2 page advertorial	Logo and 1/2 page advertorial	Logo and an advertorial	NAME		
10' x 10' Event Booth	YES	YES	YES	YES	YES		
ATPD Event Website (Year-Round Exposure)	LOGO*	LOGO*	LOGO*	LOGO*	NAME	NAME	
ATPD's Park Guide	LOGO*	LOGO*	LOGO*	LOGO*	NAME	NAME	
T-shirts	LOGO* + 18 shirts	LOGO* + 15 shirts	LOGO* + 12 shirts	LOGO* + 9 shirts	NAME + 5 shirts	NAME + 2 shirts	
PA Announcements	13	10	8	6	3	2	
Sponsor Reception Tickets	18	15	12	9	5	2	
Reserved Fireworks Seating	18	15	12	9	5	2	
Parking Passes	18	15	12	9	5	2	

* If you are a first time sponsor, or have an updated logo, please email artwork to ACottrill@AndersonParks.com. Sponsor must supply art in vector format. For questions regarding artwork, please contact Alli Cottrill: (513) 388-5092.

- Banner/sign provided by sponsor. For an additional fee, ATPD will create banner if needed. Sponsor must supply art in vector format.
- Benefits are pending the commitment date and the Anderson Township Park District's receipt of the signed Sponsorship Agreement.
- Benefits are subject to change.



2011 Event Highlights

Exciting New Changes

When the Fireman's Association decided to part ways in 2011, it created an opportunity for **American Legion Post 318** to become an event partner. Jumping in with both feet, Post 318 offered some of festival-goers' favorite games of chance including Let it Ride, Big Six, The Rat Game, Beat the Dealer, and Blackjack.

Proceeds from the charitable gaming benefit programs that American Legion Post 318 supports such as Boys State, Girls State, Joseph House, and the Special Olympics, to name a few.

The **Cincinnati Circus Company** was also a new addition to the event on Friday night. Patrons were entertained with aerial acrobats, jugglers on stilts who roamed around the event, and a living statue so perfectly poised that one could forget she's a real person!

Games

Patrons who felt lucky lined up to test their skills at a variety of games to win prizes. American Legion Post 318 provided games of chance for the adults while the ATPD offered entertaining options for the youngsters. The **Kiwanis Club of Anderson Hills** had all eyes on Ducky Downs as customers tried to pick the winning duck for cash prizes. Skills were put to the test, but lucky or not, the fun times made everyone a winner!

Rides

Children and the young at heart found a great time in the Greater Anderson Days' rides area! Festival-goers experienced the exhilaration of the Zero Gravity ride, felt the wind rush past their ears in the Scrambler, and soared through the air on the Hang Glider! A variety of rides from the tame to the adventurous awaited people of all ages at Greater Anderson Days.

Silent Auction & Dunking Booth

Anderson Area Chamber of Commerce's Silent Auction contained a variety of interesting and unique items. Some of the items included giant baskets filled with "treats", sports memorabilia, and tickets to top entertainment and sporting events. Thanks to the hundreds of individuals and businesses who donated items for auction and to the hundreds who participated in the bidding!

Back by popular demand was the **Chamber's Dunking Booth**. The Chamber thought this booth would be a great way to stay cool in the heat of late July and also have some fun competition between schools, teams, neighborhoods, and other organizations.

2011 Event Highlights continued

Live Entertainment

The amphitheater at Beech Acres Park was one of the focal points of Greater Anderson Days, as the line-up of musical talent provided the event's ongoing entertainment. Each band gave an energetic performance that drew crowds and had patrons singing and dancing to new, classic, and original hits! And, as if entertaining the crowd was not enough, **many of the bands performed for no cost or for discounted prices** in order to help contribute to the celebration's fundraising efforts. Special thanks to D.J. Don Wegman, an Anderson Township Firefighter, who donated his time and talent as the Master of Ceremony.

2011 Band Line-Up Included:

Above the Bar
Hickory Robot
Kevin Fox Band
Soul Pocket Band
SwimsuitModelsBand

Eating Contests

Greater Anderson Days offered two contests for the quick eating festival-goers this year: The Fourth Annual **Twinkie** eating contest and the new, **Skyline Chili** Cheese Coney eating contest. Both contests had a two minute time limit where Twinkie contestants had to chow down ten, and Coney contestants had to gobble up five for the prize. The winner of both contests credits his water dunking technique to becoming the Greater Anderson Days eating champion!

Business Expo

The Business Expo is a truly unique aspect of Greater Anderson Days. Area businesses and groups are extended an invitation to participate through booth rental, volunteerism, or sponsorship as a way to interact with the community. Many offered promotional items, sponsored contests/games, and set up elaborate displays to demonstrate their products. Others offered information and opportunities for potential customers to ask questions about their services and products. The inclusion of local businesses and organizations in the event helped to achieve the overall goal of bringing the community together in a way that was both meaningful and fun. Where else can festival-goers enjoy good food, live music, rides, games, and also learn more about their community all in one fun weekend?

Food Row

Several of the area's restaurants took advantage of the chance to provide their culinary creations to the public. Countless people lined up to sample everything from T.G.I. Friday's to City Barbeque as they strolled around the event area, watched a stage performance, or simply relaxed at one of the picnic tables.

Special recognition goes to Ken Annis and Tom and Nick Fucito of the Anderson Township LaRosa's. This generous business demonstrated their long-standing commitment to the Anderson community by donating their time and profit to the event!

Anderson Township Government's Tent

Under the big top, festival-goers found another reason to come to Greater Anderson Days. Anderson Township Government officials were on hand to answer questions and have discussions with residents and non-residents regarding important Township issues. Patrons could even complete a public opinion survey to voice their approval and/or concerns. Children got special opportunities to talk with local police officers - including our four-legged, canine officers - and see emergency vehicles up close!

Rozzi's Fireworks

Just before 10 pm on Sunday night, the festival paused. All heads were raised, eyes focused, anticipating the start of the Rozzi's Famous Fireworks display, brought to us by the generous **Beechmont Automotive Group**.

With a burst of light, the show began! Red, yellow, green, blue, violet – the breathtaking displays of colorful explosions kept coming with carefully choreographed music. Rozzi even treated the Anderson Township community to a few never-before-seen fireworks to make this year's show, once again, the highlight of the weekend's activities.

Thirteen years of Greater Anderson Days and thirteen years of extraordinary fireworks displays that just keep getting better and better.





2011 Sponsors

FIREWORKS SPONSOR

**BEECHMONT
AUTOMOTIVE GROUP**
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 AUDI • MASERATI • HONDA POWER EQUIPMENT
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www.automiledirect.com

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BRONZE SPONSORS

MEDIA SPONSORS

2011 Participants

Special Thanks

- A & A Safety
- Beech Acres Parenting Center
- Cahall Bros., Inc.
- Daleco
- DJ Don Wegman
- LaRosa's Pizza - Anderson
- Lawrence Sahulka (poster winner)
- MacAllister Rentals
- McNicholas High School
- Parkside Christian Church
- And countless volunteers!

Participating Businesses

- continued*
- Ivy Hills & Royal Oak Country Clubs
 - Jazzercise Anderson Township
 - Jim Frooman for FHSD School Board
 - KinderCare Learning Center
 - LaRosa's Pizzeria - Anderson
 - Linda Krumme's Gotta Dance
 - M.E. Lyons YMCA
 - M/I Homes
 - Mediterranean Cuisine
 - Michael and Company Salon
 - Mike's Express Carwash
 - Mister Softee
 - Mt. Washington Baptist
 - Mt Washington Baptist Day Care & Pre-School
 - Mt. Washington Care Center
 - Mt. Washington Educational Arts Center
 - Parkside Christian Church
 - Portman Insurance
 - Renewal By Anderson
 - SAGA Coalition
 - Salem Community Church
 - Sibcy Cline Realtors
 - Skyline Chili - Anderson
 - SmarTravel
 - Snowie Shaved Ice
 - Southern Ohio Chiropractic
 - T.G.I. Fridays
 - The Goddard School - Anderson
 - The Gutter Shutter Co.
 - The New England Club
 - T-Mobile
 - UC Clermont College
 - Urban Hills Church
 - Visiting Angels
 - You Do Yoga

Participating Businesses

- A Kid Again
- Ahn's of Anderson Taekwondo
- All About Kids Childcare & Learning Center
- All Creatures Animal Hospital
- Anderson Hills Kiwanis
- Anderson Tea Party
- Anderson Township Park District
- Anderson Township Republican Club
- Beech Acres Parenting Center
- Beechmont Players
- CASA for Clermont Kids
- Cherry Grove Animal Hospital
- Cinti. Children's Hospital Medical Ctr.
- City Barbeque
- City Sash
- Coors Core Fitness
- Cricket Communications
- Delzotti's Italian Sausage
- Easy Street Rides & Rods
- Festival Concessions
- Forest Hills School District
- Hendricks Chiropractic
- Icon Solar Power

2011 EVENT PHOTO GALLERY



BECOME A SPONSOR

Take advantage of this tremendous advertising opportunity and join the largest community event in Anderson!



Company: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Phone: () _____ Email: _____

I would like to be the following sponsor:

- Fireworks Sponsor (\$20,000)
- Presenting Sponsor (\$10,000)
- Platinum Sponsor (\$7,500)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze Sponsor (\$1,500)
- Adopt-A-Band Sponsor (\$500)

Please make checks payable to:

Anderson Foundation for Parks and Recreation

(The fundraising arm of the Anderson Township Park District. Donations and gifts are tax deductible under Title 26, Chapter 1, Section 170 of IRS code and section 92 of ORC. The value to be deducted for gifts is determined by the tax advisor of the donor or by approved appraisal.)

Please return checks to:

Anderson Township Park District

Attn: Greater Anderson Days Sponsorship
8249 Clough Pike
Cincinnati, OH 45244

Please contact the Anderson Township Park District if you have any questions. Thank you and we look forward to your participation!

Sincerely,

ANDERSON TOWNSHIP PARK DISTRICT

Greater Anderson Days Coordination

Ken Kushner

8249 Clough Pike

Cincinnati, Ohio 45244

Phone: (513) 474-0003

Fax: (513) 388-2494

www.AndersonParks.com/Adays

