



306 W. Main Street, Kutztown PA 19530
kutztownpartnership.org

Kutztown Community Partners Presents Small Business Saturday 2024

Small Business Saturday is on November 30th and Kutztown Community Partnership wants to showcase all our local businesses! To start some buzz for our local Kutztown businesses this year, we are offering a Marketing Campaign to promote our small businesses and encourage residents and visitors to Shop & Support local!

What does this look like?

- A page on our website dedicated to featuring participating local business logos including all specials and promotions they are running for Small Business Saturday.
- Flyers in our community and participating businesses featuring a QR code directing community members to the above webpage featuring other local businesses.
- Small Business Saturday event hosted on Facebook featuring posts from participating businesses.
- A fun day of shopping and events to draw residents and visitors to our local businesses.

Last year's Small Business Saturday brought many visitors to Kutztown. This year KCP is building on that and making it a true community event. We are asking community leaders, businesses, and civic groups to assist in making this year's event a memorable one by committing to one of our sponsorship tiers. Your contribution will be celebrated through recognition on our website, social media, and all marketing materials.

We can't do this without YOU!

If you are interested in sponsoring Small Business Saturday, please fill out the attached form. **The deadline for sponsorships is October 7th, 2024.**

If you have any questions, please don't hesitate to reach out to us.

Thank you in advance for your time and support.

Barbara Vogelgesang
KCP Outreach Director
Phone: (484) 646 - 9069
kutztownpartnership@gmail.com



306 W. Main Street, Kutztown PA 19530
kutztownpartnership.org

Small Business Saturday 2024 Sponsorship Tiers

<p>Holly Jolly Partner For top-tier visibility and festive perks.</p>	<ul style="list-style-type: none"> ● Logo on all marketing materials ● Logo/link on the event webpage & FB event for all of November & December ● Social Media postings with links to your website ● Mention in all marketing materials. ● Facebook live during Small Business Saturday. 	<p>\$100</p>
<p>Candy Cane Supporter For bright recognition and sweet engagement.</p>	<ul style="list-style-type: none"> ● Logo on the webpage & FB event page for all of November & December ● Social Media postings 	<p>\$50</p>
<p>Starry Night Contributor For valued support and sparkling community spirit.</p>	<ul style="list-style-type: none"> ● Listed on the webpage and FB event page for all of November/December ● Listed in group social media postings 	<p>\$25</p>

*Please complete all of the information below and mail your application with a check made payable to: Kutztown Community Partnership, Attn: Small Business Saturday Sponsorship, 306 W Main Street, Kutztown, PA 19530 - **Deadline for sponsorship is October 7th, 2024.***

Name of Company (*exactly as you would like it to be spelled, please print legibly*)

Company Contact

Contact Title

Phone _____ Email _____

Website URL (*we will link to this page on our website event page - please print legibly*)

Facebook URL or Username (*we will link to this page from our Facebook event page - please print legibly*)

Instagram URL or Username (*we will link to your Instagram from our Instagram - please print legibly*)

Sponsorship Level (*please check one*)

- Holly Jolly Partner - \$100 Candy Cane Supporter - \$50 Starry Night Contributor- \$25