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First Night® Burlington County 2012 “YEAR OF THE DRAGON” Sponsorship Benefits

As you may know, **First Night® Burlington County (FNBC)** is not just the only fun, safe, affordable New Year’s Eve community celebration in our *County*, we are also the only such event in the *World* that features the animals of the lunar calendar.

This 31 December, we’ll be flying into 2011, the Year of the Dragon, with our unique blend of visual arts, music, comedy, street performers, and fireworks.

Now in its thirteenth year, **FNBC** traditionally gets wide exposure by print and broadcast media, both before and during the event. Through a strategy of affordability and diversity of programming, our celebration of the New Year through the arts appeals to a broad range of folks from around Burlington County, and beyond: families & friends, adults & children, residents & visitors.

FNBC provides the opportunity for civic-minded organizations to publicize their message, and to show their commitment to the people of Burlington County. Sponsorship in our event provides the following benefits:

1. All **FNBC** Sponsors will be given a listing in the Program, employee Volunteer opportunities, complementary Entry Buttons (1/\$100), and the opportunity for coupon/prize distribution to event staff, participants, and attendees.
2. **FNBC** Venue Sponsors (\$1000) will be listed on the Venue Signage, and announced prior to performances.
3. **FNBC** Premium Sponsors (\$1500+) will get their logos listed on the Program and on the MSMH web site, be given the opportunity for distribution of give-ways, and be featured in a news release specific to their element of the event.
4. **FNBC** Title Sponsors (\$2500+) will be provided opportunities for on-site presence at the event. Their event element will be named (“The Miller Subaru Fireworks”), and listed in all advertising.
5. The **FNBC** Entry Button Headliner Sponsor will get their logo on the Entry Button, thus on all graphic communication associated with the event.

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MAIN STREET MOUNT HOLLY is a volunteer-driven 501(c)3 nonprofit whose mission is to protect, promote, and enhance the historic downtown of our county seat.