



Sponsorship Opportunities

2022 Philly Flurry

Mission

Founded in 1999, **Fairmount Community Development Corporation** is a nonprofit organization working to improve the residential, commercial, and social fabric of the neighborhood between the Fairmount and Girard Avenue commercial corridors, and advance business growth in the Art Museum District.



Strategic Priorities

- **Engage residents to build community** through events including the Girard Avenue Festival, Fairmount Arts Crawl, Philly Flurry, and Taste of Fairmount.
- **Create a vibrant local economy**, leading the Greater Art Museum Business Alliance, providing promotion, programming, and entrepreneur support services to build the success of neighborhood businesses.
- **Enhance public space** through daily street cleaning, streetscape improvements and fundraising for capital investments to ensure the neighborhood is safe, accessible, and welcoming.
- **Lead research to develop Fairmount as a diverse, inclusive, and thriving neighborhood**, support adjacent communities, and leverage connections to Fairmount Park, the Ben Franklin Parkway, and North Broad Street.



New Event: **Philly Flurry**



- **Driving visitors citywide to the Art Museum District** to support local businesses, restaurants, and retailers.
- **20+ participating businesses** will share exclusive deals - a free dish, drink, unique discount, or special offer - for Philly Flurry ticket-holders to redeem between January 7 and 23.
- **Ticket sales start December 1** and will be promoted as holiday gifts, a fundraiser for Fairmount CDC, and a chance to experience the best of the neighborhood.



Sponsorship Levels



Presenting Sponsor - \$10,000 - one available

- Sponsor attached to event name - **Philly Flurry presented by PRESENTING SPONSOR** - and logo displayed with Fairmount CDC on branding.
- **Logo included on all materials** - signs and window stickers - displayed by every participating business.
- **Community Partner benefits included as well.**

Community Partner - \$2,500 - three remaining

- Logo included on event posters as well as website, email and social media marketing.
- Opportunity to send unique email message to participants - businesses and ticket-holders.

Supporter - \$500

- Logo included on event website, and in emails sent to businesses and ticket-holders.





PHILLY
Flurry
JANUARY 7-23

Contact Information

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