



KING OF  
PRUSSIA  
DISTRICT



2023

# Sponsorship

*King of Prussia District events  
provide the opportunity to  
showcase your business to  
diverse audiences.*



# Event Schedule



*Click on event to jump to sponsorship opportunities*

From lunchtime activations to a beer festival to business networking, King of Prussia District's award-winning events are attended by thousands in the region and work to connect community to culture, enhance networking and drive tourism.



**FEBRUARY 6-12 | WELLNESS WEDNESDAYS: MAY 2, 17, 31 & JUNE 14**

## KOP Wellness Week

A celebration of KOP's thriving health and wellness scene, KOP Wellness Week features workouts, a swag bag and special offers from health and wellness businesses. KOP Wellness Wednesdays brings pop-up workouts and sponsors to KOP's business parks in May and June.



**MAY 9 & 23 | JUNE 6 & 20 | SEPT 12 | OCT 3**

## Food Truck Tuesdays

We're bringing the fun to KOP's busiest commercial areas! Food Truck Tuesdays feature the region's best food trucks, live music, games and sponsors, creating an active space for engaging with the KOP community.



**MARCH 30 & DECEMBER 14 | NETWORK@NITE: JANUARY 19, MAY 4, SEPTEMBER 7**

## Business Networking

King of Prussia District brings together the regional business community to network and gain new insights from industry leaders. Network@Nite combines casual networking on a smaller scale with unique KOP experiences.



**OCTOBER 23-27**

## First Responders Appreciation Week

The King of Prussia community comes together to show our appreciation and thanks to Upper Merion Township's police, fire and EMS employees and volunteers with incredible meals throughout the week.



**MARCH 13-24 | SIGNATURE EXPERIENCES: MARCH 5-10**

## King of Prussia Restaurant Week & KOP Shops for CHOP

The region's most heartwarming event, this community-wide charitable shopping and dining event benefits Children's Hospital of Philadelphia's King of Prussia campus.



**NOVEMBER 1-30 | IGLOO GARDEN: NOVEMBER 13-19**

## Holiday Food Drive & Igloo Garden on the Green

During our month-long food drive benefitting Upper Merion Area Community Cupboard, we're hosting a dreamy pop-up outdoor dining area featuring cozy igloos to raise additional funds for the food pantry.

QUESTIONS? PLEASE CONTACT [RACHEL@KOPBID.COM](mailto:RACHEL@KOPBID.COM).



# KING OF PRUSSIA WELLNESS WEEK



Sponsorship includes  
Wellness Week AND  
Wellness Wednesdays.

### FEBRUARY 6-12

Align your business with KOP's celebration of health and wellness! From Feb. 6-12, health and wellness businesses offer special discounts and host events. Fitness enthusiasts can purchase a Sweat Pass to select KOP gyms and special classes during Wellness Week, plus score a swag bag with samples and collateral from sponsors and businesses.

**Wellness Week Kickoff Event**  
**KOP Mall | Feb. 5, 11 AM - 1 PM**  
*New this year*, a morning of fun and fitness featuring high-energy free workouts, raffles and sampling.

**WELLNESS WEDNESDAYS**  
**MAY 2, 17, 31 & JUNE 14**  
King of Prussia District presents free outdoor fitness classes in Moore Park and Renaissance Park. Participants can also browse the vendor marketplace, featuring health and wellness businesses and sponsors.

**TARGET AUDIENCE:** 60,000+ people employed within Upper Merion Township and residents in and around KOP.

**MARKETING PLAN:** Wellness Week is supported by an advertising/PR plan, plus direct marketing to KOP's corporate and residential buildings.

PRESENTING \$8,000	PLATINUM \$5,000	SILVER \$3,000
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### QUANTITY AVAILABLE

1	3	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	5	3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	2	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

**INCLUSION** in King of Prussia District's Annual Report

**OPPORTUNITY** to exhibit at all Wellness Wednesday workouts

**FREE SWEAT PASSES** for employees or clients

**SOCIAL MEDIA POSTS** on KOP District channels

**INCLUSION** of samples & marketing in swag bag

**LOGO** on sponsor page of website and select event collateral

**RECOGNITION** in all press releases & on website

**BANNER AD** in campaign emails

**OPPORTUNITY** to exhibit at kick off event

**DEDICATED EBLAST** to list of 4,500

**SPOTLIGHT BLOG** post shared on social channels & eNews

**BANNER AD** on Sweat Pass receipt

**LOGO** on every page of website & all event collateral

**RECOGNITION** as presenting sponsor in all press releases & on website

# Business Networking



**ANNUAL REPORT TO THE COMMUNITY LUNCHEON & AWARDS CEREMONY**  
**MARCH 30 | 11 AM - 1:30 PM**

**KOP NETWORK@NITE**  
**JANUARY 19, MAY 4 & SEPTEMBER 7**

**HOLIDAY RECEPTION**  
**DECEMBER 14 | 5-8 PM**

King of Prussia District brings together leaders from a wide variety of industries to network, explore opportunities for collaboration and partnership and stay on top of KOP's exciting future.

**New in 2023**  
 King of Prussia District debuts KOP Network@Nite, a series of three smaller networking events. These informal evening events feature an activity or unique experience along with time to mingle.

**TARGET AUDIENCE:** Business and industry leaders in the King of Prussia region.

PRESENTING \$8,000	GOLD \$3,500	SILVER \$2,000
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**QUANTITY AVAILABLE**

1	5	7
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**INCLUSION** in King of Prussia District's Annual Report

●	●	●
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**INCLUSION** in event press releases/media alerts

●	●	●
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**TICKETS** to luncheon & holiday reception

8	5	2
---	---	---

**TICKETS** to Network@Nite (per event)

4	3	2
---	---	---

**ON-SITE** marketing with table at luncheon

●	●	●
---	---	---

**LOGO** on event signage and all event emails

●	●	●
---	---	---

**COMPANY NAME** on Facebook and website events

●	●	●
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**BANNER AD** in event eblasts

4	1	1
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**AD** in luncheon program

FULL PAGE	HALF PAGE	QUARTER PAGE
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**BANNER AD** on KOP District website

3 MOS	2 MOS	
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**SOCIAL POSTS** on KOP District channels

5	3	
---	---	--

**LOGO** on luncheon attendee name tags

●		
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**SPOTLIGHT** blog post on VisitKOP.com, shared in enews & on social channels

●		
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**OPPORTUNITY** to introduce speaker at luncheon

●		
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**MARKETING PIECE** given to all attendees at luncheon

●		
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**HIGHLIGHTED** in opening of press releases

●		
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# King of Prussia Restaurant Week & KOP Shops for CHOP



**MARCH 13-24**

**BLOCK PARTY  
APRIL 30**

**Align your business with the region's most heartwarming event!**

This King of Prussia restaurant and retail event shines a spotlight on KOP's world-class dining and shopping scenes, while raising money for Children's Hospital of Philadelphia's King of Prussia campus.

In eight years, this campaign has raised \$290,124 for CHOP King of Prussia!

[LEARN MORE](#)

**TARGET AUDIENCE:**  
Thousands of patrons of 100+ restaurants, retailers and corporate community partners.

	PRESENTING \$6,500	PLATINUM \$5,000	GOLD \$3,000
<b>QUANTITY AVAILABLE</b>	1	4	4
<b>INCLUSION</b> in King of Prussia District's Annual Report	•	•	•
<b>INCLUSION</b> in event press releases/media alerts	•	•	•
<b>LINKED LOGO</b> on sponsor page of website	•	•	•
<b>BANNER AD</b> in campaign eblasts	3	2	1
<b>SOCIAL POSTS</b> on KOP Restaurant Week channels	5	3	2
<b>LOGO</b> on printed materials distributed to high-traffic buildings and businesses	•	•	•
<b>DEDICATED EBLAST</b> to opt-in list of over 6,000	•		
<b>OPPORTUNITY</b> to speak at check presentation ceremony	•		
<b>LINKED LOGO</b> on every page of campaign website	•		
<b>HIGHLIGHTED</b> in opening of press releases	•		
<b>SPOTLIGHT BLOG</b> post shared on social channels & eNews	•		



**KOP RESTAURANT WEEK HELPS KIDS LIKE AUTUMN**

Autumn is an outgoing, energetic 9-year-old who loves to dance. Following a procedure to remove a small lump on her back, she was diagnosed with Cic-dux4, an aggressive high grade sarcoma.

Autumn completed her 14 rounds of chemotherapy in March of 2021. She fondly remembers the loving care of her nurses at CHOP and looks forward to getting back into her ballet slippers.

Your support funds the research, facilities and staff that help children like Autumn and her family.

# Food Truck Tuesdays



MAY 9 & 23, JUNE 6 & 20  
SEPTEMBER 12, OCTOBER 3

KOP employees step out of the office and into the sun as King of Prussia District brings food trucks, games and live music to the parking lots of KOP's busiest commercial areas.

**TARGET AUDIENCE:** KOP's 60,000+ employees and residents



PRESENTING \$5,000      SEASON \$2,000      HALF-SEASON \$1,000

	PRESENTING \$5,000	SEASON \$2,000	HALF-SEASON \$1,000
<b>QUANTITY AVAILABLE</b>	1	4	4
<b>LOGO</b> on event collateral and emails	•	•	• (for 3 events)
<b>ON-SITE</b> marketing at events	ALL	ALL	3 EVENTS
<b>INCLUSION</b> in King of Prussia District's Annual Report	•	•	•
<b>INCLUSION</b> in event press releases/media alerts	•	•	•
<b>COMPANY NAME</b> on Facebook and website events	•	•	•
<b>SOCIAL POSTS</b> on KOP District channels	5	1	
<b>BANNER AD</b> in event eblasts	8	1	
<b>LOGO</b> on on-site signage	•		
<b>HIGHLIGHTED</b> in opening of press releases	•		
<b>PROMINENT</b> placement at events	•		



# First Responders Appreciation Week

## OCTOBER 23-27

Join the King of Prussia Business Community as we show our appreciation and thanks to Upper Merion Township's police, fire and EMS employees and volunteers. Each day we provide two meals for these deserving first responders, beginning Monday, October 23 with an opening luncheon and press event.

Any sponsorship money left over from meals will be donated to King of Prussia EMS.

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**TARGET AUDIENCE:** KOP's first responders and their families

### QUANTITY AVAILABLE

**LOGO** included in sponsor signage at all meals

**INCLUSION** in King of Prussia District's Annual Report

**INCLUSION** in event press releases/media alerts

**INVITATION** to opening luncheon

**HIGHLIGHTED** in post-event articles in UMT and KOP District eNews

**CALLOUT** in post-event post on UMT and KOP District social media

**RECOGNITION** on UMT township buildings TV monitor ads (Ad displays 100Xs daily)

**OPPORTUNITY** for staff to volunteer to serve first responder meals

**OPPORTUNITY** to make remarks at opening luncheon

**HIGHLIGHTED** in opening of press releases

	LEAD \$2,500	SUPPORTING \$1,000	FRIEND \$500
<b>QUANTITY AVAILABLE</b>	1	10	UNLIMITED
<b>LOGO</b> included in sponsor signage at all meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>INCLUSION</b> in King of Prussia District's Annual Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>INCLUSION</b> in event press releases/media alerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>INVITATION</b> to opening luncheon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>HIGHLIGHTED</b> in post-event articles in UMT and KOP District eNews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CALLOUT</b> in post-event post on UMT and KOP District social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RECOGNITION</b> on UMT township buildings TV monitor ads (Ad displays 100Xs daily)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>OPPORTUNITY</b> for staff to volunteer to serve first responder meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>OPPORTUNITY</b> to make remarks at opening luncheon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>HIGHLIGHTED</b> in opening of press releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Holiday Food Drive & Igloo Garden on the Green



## NOVEMBER 1-30

King of Prussia District is proud to coordinate a month-long food drive that directly benefits this community. KOP Takes Out Hunger benefits the Upper Merion Community Cupboard (UMACC), a food pantry open to anyone within the Upper Merion Area School District who is hungry or food insufficient. With your help, we can support our most vulnerable neighbors this holiday season.

## NOVEMBER 13-19

In addition to collecting food, King of Prussia District is hosting a luxurious takeout experience in KOP Town Center to raise money for UMACC. For one week only, five beautifully furnished igloos will take center stage in Town Center's green space. These magical igloos will be available by reservation only, with a per-person donation to UMACC.

**TARGET AUDIENCE:** KOP's 60,000+ employees and residents



### QUANTITY AVAILABLE

**COMPANY NAME** on Facebook & website event pages

**INVITATION** to check presentation

**INCLUSION** in King of Prussia District's Annual Report

**OPPORTUNITY** to distribute collateral to diners

**SOCIAL POSTS** on KOP District channels

**LOGO** on donation boxes throughout KOP and event eblasts & on-site signage

**BANNER AD** in campaign eblasts

**HIGHLIGHTED** in opening of press releases

	PRESENTING \$4,000	PLATINUM \$2,500	GOLD \$1,000	SUPPORTING \$500
QUANTITY AVAILABLE	1	2	UNLIMITED	UNLIMITED
COMPANY NAME on Facebook & website event pages	•	•	•	•
INVITATION to check presentation	•	•	•	•
INCLUSION in King of Prussia District's Annual Report	•	•	•	•
OPPORTUNITY to distribute collateral to diners	•	•	•	
SOCIAL POSTS on KOP District channels	4	2	1	
LOGO on donation boxes throughout KOP and event eblasts & on-site signage	•	•	•	
BANNER AD in campaign eblasts	2	1		
HIGHLIGHTED in opening of press releases	•			