







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.



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.



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.



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.



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.



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.



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.

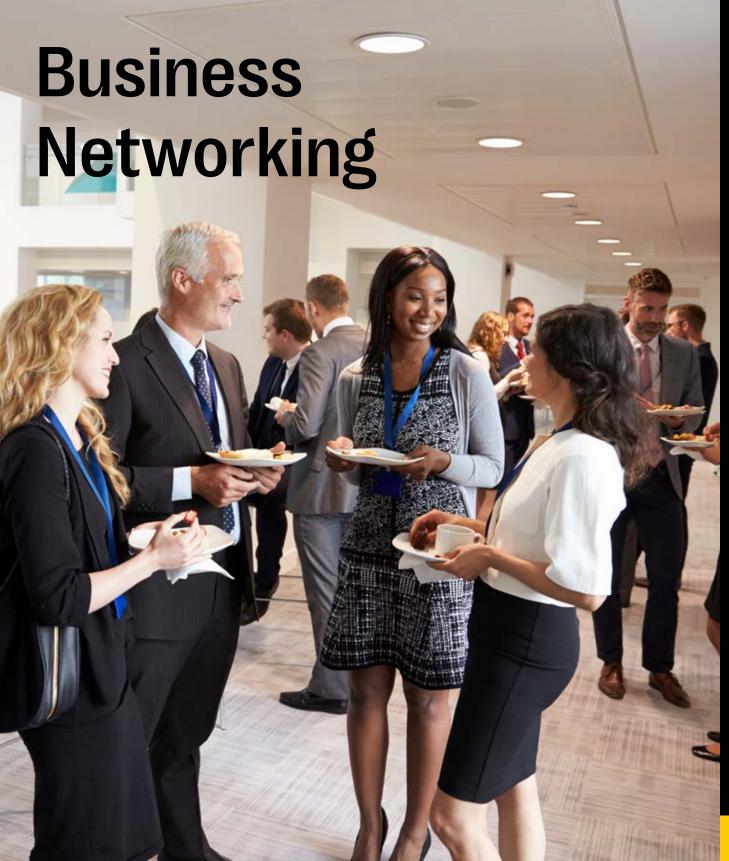
TARGET AUDIENCE: 60,000+ people employed within Upper Merion Township and residents in and around KOP.

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

	PRESENTING \$8,000	
QUANTITY AVAILABLE	1	
INCLUSION in King of Prussia District's Annual Report	•	
OPPORTUNITY to exhibit at all Wellness Wednesday workouts	•	
FREE SWEAT PASSES for employees or clients	10	
SOCIAL MEDIA POSTS on KOP District channels	4	
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	4	
OPPORTUNITY to exhibit at kick off event	•	
DEDICATED EBLAST to list of 4,500	•	
SPOTLIGHT BLOG post shared on social channels θ 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	•	

\$5,000

\$3,000



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	
QUANTITY AVAILABLE	1	
INCLUSION in King of Prussia District's Annual Report	•	
INCLUSION in event press releases/media alerts	•	
TICKETS to luncheon θ holiday reception	8	
TICKETS to Network@Nite (per event)	4	
ON-SITE marketing with table at luncheon	•	
LOGO on event signage and all event emails	•	
COMPANY NAME on Facebook and website events	•	
BANNER AD in event eblasts	4	
AD in luncheon program	FULL PAGE	
BANNER AD on KOP District website	3 MOS	
SOCIAL POSTS on KOP District channels	5	
LOGO on luncheon attendee name tags	•	
SPOTLIGHT blog post on VisitKOP. com, shared in enews & on social channels	•	
OPPORTUNITY to introduce speaker at luncheon	•	
MARKETING PIECE given to all attendees at luncheon	•	
HIGHLIGHTED in opening of press releases	•	

GOLD \$3,500 \$2,000 QUARTER PAGE HALF PAGE 2 MOS



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	PLATIN \$5,00
QUANTITY AVAILABLE	1	4
INCLUSION in King of Prussia District's Annual Report	•	•
INCLUSION in event press releases/media alerts	•	•
LINKED LOGO on sponsor page of website	•	•
BANNER AD in campaign eblasts	3	2
SOCIAL POSTS on KOP Restaurant Week channels	5	3
LOGO on printed materials distributed to high-traffic buildings and businesses	•	•
DEDICATED EBLAST to opt-in list of over 6,000	•	
OPPORTUNITY to speak at check presentation ceremony	•	
LINKED LOGO on every page of campaign website	•	
HIGHLIGHTED in opening of press releases	•	
SPOTLIGHT BLOG post		

GOLD

\$3,000

KOP RESTAURANT WEEK HELPS KIDS LIKE AUTUMN

shared on social channels &

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.





PRESENTING \$5,000





QUANTITY AVAILABLE

1

4

4

LOGO on event collateral and

•

(for 3 event

ON-SITE marketing at events

ALL

ALL 3 EVENTS

INCLUSION in King of Prussia District's Annual Report

•

•

INCLUSION in event press releases/media alerts





•



SOCIAL POSTS on KOP District channels

Facebook and website events

COMPANY NAME on

BANNER AD in event eblasts 8

LOGO on on-site signage

•

HIGHLIGHTED in opening of press releases

•

PROMINENT placement at events

•







\$2,500

\$1,000

FRIEND \$500

QUANTITY AVAILABLE

10

UNLIMITED

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 postevent articles in UMT and KOP District eNews

CALLOUT in post-event post

on UMT and KOP District social

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

OPPORTUNITY to make remarks at opening luncheon

HIGHLIGHTED in opening

OPPORTUNITY for staff to

volunteer to serve first responder meals

of press releases









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



PLATINUM

GOLD \$1,000

QUANTITY AVAILABLE

COMPANY NAME on Facebook & website event

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

throughout KOP and event eblasts & on-site signage

of press releases

1		

UNLIMITED



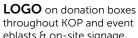














HIGHLIGHTED in opening







VISITKOP.COM/IGLOO-GARDEN