



Rittenhouse Square is one of the five public squares planned by William Penn and laid out by surveyor, Thomas Holme. The development of Rittenhouse Square from a dense forest into the park we know it as today has taken nearly two centuries. While Penn envisioned a “greene country towne”, where nature and fresh air could be enjoyed by the public.

There was never an allotment in Penn’s charter as to who would pay for the improvements to the squares nor did Penn obtain legal warrant to confirm city government had jurisdiction over the squares. As a result, the squares fell to a state of neglect and abuse. From there, a long tradition of community financial support was born. The various community groups that preceded the Friends of Rittenhouse Square paved a road that would lead to the organization that the Friends of Rittenhouse Square is today, a 501(c)(3) non-profit organization.

## WHY WE MATTER

The Friends of Rittenhouse Square was founded in 1976 to continue the tradition of stewardship of the park. The organization continues to raise the key operating funds that allow the park to be maintained to a high level of care for the city and visitors to enjoy. In addition to security, maintenance and capital improvements, the Friends of Rittenhouse Square funds numerous free community events throughout the year that help bring people of all backgrounds into the park to enjoy one of the finest public green spaces in our country. Previous community events include: the *Billy the Goat* Celebration Petting Zoo and Exotic Animal Show, Halloween Fun Day, Holiday Park Lighting, and Park Clean Up Days. Whether you are a neighborhood resident or simply a lover of Rittenhouse Square, the Friends need everyone’s support to keep this community sanctuary a safe and beautiful place to come together!

## 2020 FOCUS

Our continued efforts in implementing our mission to PRESERVE, PROTECT, and BEAUTIFY The Square will remain paramount. The focus of 2020 is to continue to maintain the beauty and integrity of Rittenhouse Square Park through our 2020 membership campaign and annual events. The 2020 Summer Soirée on the Square is an event that we will expand in order to maximize the benefits to the community.



# DEMOGRAPHICS

Preserve • Protect • Beautify



INFLUENCERS ★ LEADERS ★ TASTEMAKERS ★ INNOVATORS



EXECUTIVES  
LEGAL PROFESSIONALS  
DOCTORS  
ENTREPRENEURS

\$192,439 AVG. AGI  
(PA AVG. \$61,346)



\$99,379 AVG. HHI

**3x** HIGHER MEDIAN  
HOME VALUE IN PA

21% OWN  
HOMES/  
CONDOS  
VALUED  
\$1,000,000+



67.5%  
OF CHILDREN  
ATTEND  
PRIVATE SCHOOL

86%  
COLLEGE  
EDUCATED



## AWARDS

American Planning Association

Top 10 Great Public Spaces

Philadelphia Family LOVE Award

Little Friends Festival – Best Festival

Three Best Rated  
Top Public Park

For more details on the information provided above visit: [www.city-data.com](http://www.city-data.com)

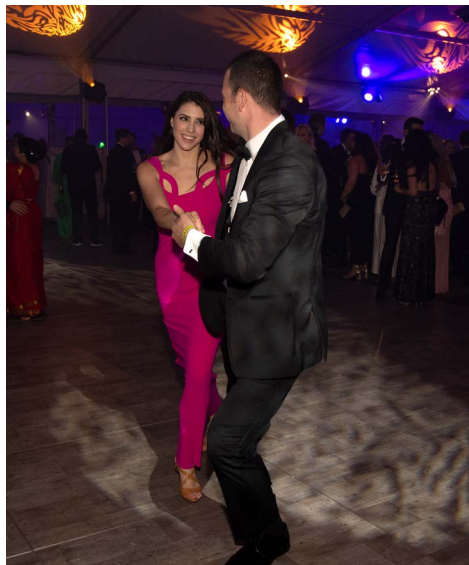


# 2020 SOIRÉE ON THE SQUARE

*Preserve • Protect • Beautify*



The highly anticipated Friends of Rittenhouse Soirée on the Square is held annually, on the third Friday of June. Just one day a year, Rittenhouse Square is transformed into a spectacular soiree. Music by renowned DJ and dancing fill the tent, while fun-loving members of the community mingle over specialty cocktails and delectable hors d'ouvres. Join us, **FRIDAY, OCTOBER 9, 2020**, for the Soirée on the Square black tie gala with a spirited crowd, enchanting energy, and to make unforgettable memories on the Square!



## TICKET PRICES

Prices listed are for a single ticket. A current Friends of Rittenhouse Square membership is required to purchase a ticket.

**\$225 Friend (each)**



**PLEASE CONTACT [INFO@FRIENDSOFRITTENHOUSE.ORG](mailto:info@friendsofrittenhouse.org) OR 267-586-5675 FOR DETAILS.**



PREVIOUS SPONSORS

AMPLE WINES

*Beam* SUNTORY

EVANTINE  
DESIGN



CONSTELLATION

FC KERBECK



The University  
of the Arts



GLENMEDE

Founded on ideals.  
Built on ideas.



NICK WOJDAK

HERSHA



LASH BASH



SALUS  
UNIVERSITY  
PENNSYLVANIA SCHOOL  
OF OPTOMETRY

DREW KATZ

DFTI  
*Dress for the Image* BOUTIQUE

AMANDA  
BURDEN, MD &  
GUY AIMAN

MICHAEL L.  
MENDLOW, DDS



E.B. MAHONEY  
BUILDERS

DENIS O'BRIEN

Philadelphia  
MAGAZINE



## FRIDAY, OCTOBER 9, 2020



### SPONSORSHIP OPPORTUNITIES

#### \$12,000 WELCOME TENT

- Inclusion in Press Materials and Media Alerts as the Welcome Sponsor
- Special branded signage at the entrance
- Snapchat Geo Filter
- 12 Tickets to the Soirée
- Your name prominently listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Branding on the Red Carpet Step and Repeat
- Social Media Wall Advertisement

#### \$10,000 FOUNTAIN SPONSOR

- Inclusion in Press Materials and Media Alerts
- Branded Fountain Area
- 12 Tickets to the Soirée
- Your name prominently listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Branding on the Red Carpet Step and Repeat
- Social Media Wall Advertisement

#### \$10,000 ART INSTALLATION

- Inclusion in Press Materials and Media Alerts
- A branded interactive art installation which will remain in the park for 1 week following the event
- 12 Tickets to the Soirée
- Your name prominently listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Branding on the Red Carpet Step and Repeat
- Social Media Wall Advertisement

#### \$7,500 AUTOMOTIVE

- 2 Cars on-site outside of the tent in the entrance area
- 10 Tickets to the Soirée
- Your name prominently listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Branding on the Red Carpet Step and Repeat
- Social Media Wall Advertisement

#### \$4,000 PHOTOBOOTH

- A Branded Photo Booth section with props inside the Soirée tent
- 8 Tickets to the Soirée
- Your name prominently listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Social Media Wall Advertisement

#### \$2,750 VIP TABLE

- VIP Lounge with Bottle Service – seats 6 guests
- Your name listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Social Media Wall Advertisement

#### \$2,500 ADVERTISING SPONSOR

- We will blast 3 ads to our Facebook community
- The Friends of Rittenhouse Square maintains a listserv of the email addresses of the residents of Rittenhouse Square and the surrounding Philadelphia area. We will email blast 3 ads to our community.
- 2 Tickets to the Soirée
- Your name listed on the invitation
- Full Page Ad in the Digital Ad Book which will be integrated with the photo retrieval website
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Social Media Wall Advertisement

#### FULL PAGE IN DIGITAL AD BOOK

##### \$1000 FULL PAGE AD SPONSOR

- 2 Tickets to the Soirée
- Full Page Advertisement in the Digital Ad Book which will be integrated with the photo retrieval website

#### HALF PAGE IN DIGITAL AD BOOK

##### \$500 HALF PAGE AD SPONSOR

- Half Page Advertisement in the Digital Ad Book which will be integrated with the photo retrieval website

#### \*IN-KIND VENDOR PACKAGE

##### FOOD, BEVERAGE, ENTERTAINMENT/FUN

- Inclusion in Press Materials and Media Alerts
- Branded Station
- We will blast 3 ads to our Facebook community
- The Friends of Rittenhouse Square maintains a listserv of the email addresses of the residents of Rittenhouse Square and the surrounding Philadelphia area. We will email blast 3 ads to our community.
- Tickets to the Soirée – # to be negotiated
- Your name listed on the invitation
- Full Page Ad in the Digital Ad Book
- Listing in the sponsor thank-you in the 2020 issue of "Around the Square" newsletter
- Social Media Wall Advertisement



## FRIDAY, OCTOBER 9, 2020

### SPONSORSHIP CONFIRMATION FORM

PREFERRED LISTING: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### LEVEL

☐ \$12,000 WELCOME TENT SPONSOR ☐ \$10,000 FOUNTAIN SPONSOR ☐ \$10,000 ART INSTALLATION SPONSOR

☐ \$7,500 AUTOMOTIVE SPONSOR

☐ \$4,000 PHOTO BOOTH SPONSOR

☐ \$2,750 VIP TABLE SPONSOR

☐ \$2,500 ADVERTISING SPONSOR

☐ \$1,000 FULL PAGE SPONSOR

☐ \$500 HALF PAGE SPONSOR

PLEASE CONTACT [INFO@FRIENDSOFRITTENHOUSE.ORG](mailto:info@friendsofrittenhouse.org) OR 267-586-5675  
IF INTERESTED IN HIGHER LEVEL SPONSORSHIP OPPORTUNITIES.

☐ MY CHECK MADE PAYABLE TO FRIENDS OF RITTENHOUSE SQUARE IS ENCLOSED

☐ PLEASE CHARGE THE CREDIT CARD PROVIDED BELOW

NAME ON CARD: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_ EXP.: \_\_\_\_\_ SEC.: \_\_\_\_\_

IF THIS IS A CARD WITH BILLING INFORMATION DIFFERENT FROM THAT LISTED ABOVE, PLEASE PROVIDE THE CORRECT BILLING INFORMATION.

BILLING COMPANY/NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PLEASE SEND COMPLETED FORM WITH PAYMENT TO:

FRIENDS OF RITTENHOUSE SQUARE  
201 S. 18TH STREET, UNIT 411 PHILADELPHIA, PA 19103  
PHONE: 267-586-5675 EMAIL: [INFO@FRIENDSOFRITTENHOUSE.ORG](mailto:info@friendsofrittenhouse.org)