



The Friends of Rittenhouse Square was created in 1976 to address the increasing gap between available city funding and the maintenance needs of Rittenhouse Square. With a mission to “preserve, protect, and beautify” the park, the Friends work in a public-private partnership with Philadelphia Parks & Recreation. The Friends fund and manage many programs and projects needed to sustain The Square. As a 501(c)(3) non-profit organization, the Friends provide funding through membership, special events, private donations, sponsorships and capital campaigns. Our supporters include local businesses, national corporations, top executives, young professionals, area visitors, students, families and long-time residents of The Square.

WHY WE MATTER

Now a driving force behind the success of Rittenhouse Square, the Friends provide all of the park landscaping, tree care, grass seeding, graffiti removal, bench repair, supplemental seasonal maintenance staff, sidewalk sweeping, dedicated park ranger, excess seasonal trash removal, holiday lights, doggie bags, etc.

The Friends also fund special projects to address the ever-changing needs of The Square. Past projects have included: the restoration of sculptures and the fountain, repairing the perimeter iron fencing, building the iconic guardhouse, and renovating the historic gardener’s cottage. Upgraded LED lamppost lighting, installation of a new irrigation system and the restoration of the historic interior limestone balustrade as well as the four main entrances are the most recent improvements The Friends have made to the park.



2020 FOCUS

Our focus of 2020 is to continue to maintain the beauty and integrity of Rittenhouse Square Park through our 2020 membership campaign and annual events. In order to do this, The Friends are in constant contact with Philadelphia Parks and Recreation and City officials to ensure that we are keeping Rittenhouse Square a safe and enjoyable place for all of its patrons. Our continued efforts in maintaining our newly redone formal gardens certainly speaks to the beautification of The Square.



MAY

Pennsylvania Guild Fine Craft Show

MAY

Love Your Park Day

MAY

FRS Membership Meeting

JUNE

Rittenhouse Square Fine Art Show



*OCTOBER 8 Ball on The Square

Held annually in June, the Ball on The Square is the Friends of Rittenhouse Square's largest fundraising event. The Ball on The Square is a black tie gala with magical ambience, an elegant sit-down dinner, fabulous music and dancing. The Ball transforms the park into a sparkling ballroom. It attracts notable Philadelphians including leaders, philanthropists, executives, and long-time residents of the Square. The Ball is widely considered to be one of the most prestigious events on the Philadelphia social calendar.



*OCTOBER 9 Soirée on The Square

The Young Friends Soirée on The Square is a highly anticipated black tie gala with a spirited crowd, enchanting energy, and an unforgettable experience to make memories on the Square! Just one day a year, Rittenhouse Square is transformed into a spectacular soirée. Music by renowned DJ, performances, and dancing fill the tent, while fun-loving members of the community mingle over specialty cocktails and delectable hors d'ouvres.

SEPTEMBER

Rittenhouse Square Fine Art Show

OCTOBER

Pennsylvania Guild Fine Craft Show

OCTOBER

Halloween Fun Day

NOVEMBER

Love Your Park Day

NOVEMBER

FRS Membership Meeting



NOVEMBER Holiday Park Lighting

Held annually in late November or early December, the Rittenhouse Square Holiday Park Lighting is organized by The Friends of Rittenhouse Square and Rittenhouse Row. The Holiday Park Lighting is a Philadelphia favorite and kicks-off the Rittenhouse holiday shopping season with family-friendly activities and music leading up to the lighting of the 30-foot holiday tree and white globe lights hung in the canopy of the Square. The holiday park lights continue to be illuminated every night through the end of December.

DECEMBER

Menorah Lighting

Follow us on Facebook and Instagram for more event details!

DEMOGRAPHICS

Preserve • Protect • Beautify



EXECUTIVES
LEGAL PROFESSIONALS
DOCTORS

79.4% WHITE COLLAR EMPLOYMENT

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



\$99,379 AVG. HHI



67.5%
OF CHILDREN
ATTEND
PRIVATE SCHOOL

86%
COLLEGE
EDUCATED



3x HIGHER MEDIAN
HOME VALUE IN PA

21% OWN
HOMES/
CONDOS
VALUED
\$1,000,00+



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



Welcome to the neighborhood! In appreciation of your sponsorship we would like to extend a one year membership to The Friends of Rittenhouse Square.

Please provide the following information to add to our directory:

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____



We would also like to extend a Furry Friend membership if you are a pet owner.

FURRY FRIEND (PET NAME): _____

Please return this form by email to info@friendsofrittenhouse.org, by fax at (855)221-6468, or by mail to: Friends of Rittenhouse Square, 201 S. 18th St., Unit 411, Philadelphia, PA 19103.

If you have any questions, don't hesitate to call our office at (267)586-5675.



THURSDAY, OCTOBER 8, 2020

CORPORATE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OF THE 2020 FRS BALL ON THE SQUARE – \$75,000

- Presenting sponsor of the 2020 FRS Ball on the Square and Holiday Tree Lighting
 - 36 tickets to the Ball with premiere seating
 - 15 tickets to the Patron Party
 - Special branded signage at the Ball entrance
 - Inclusion in press materials as “Presenting” sponsor, including press releases and media alerts
 - Your name prominently listed as Lead sponsor on the Ball invitation
 - Premiere listing on Ball banners hung above main entrances to the Park
 - Premiere listing on “What’s Going On Here?” boards located at the 4 entrances of the event space during the 4-day set-up
 - Cover ad in the Ball Program Book
 - 10 tickets to the Fall Thank you Party
 - Premiere listing in the sponsor thank you in the 2020 issues of the “Around the Square” newsletter
- *ONLY ONE SPONSORSHIP AVAILABLE

DIAMOND SPONSORSHIP – \$50,000

- 24 tickets to the Ball with preferred seating
 - 20 tickets to the Patron Party
 - Signage at the Ball entrance
 - Inclusion in press materials as the Diamond sponsor, including press releases and media alerts
 - Your name prominently listed on the Ball invitation
 - Listing on Ball banners hung above main entrances to the Park
 - Listing on “What’s Going On Here?” boards located at the 4 entrances of the event during the 4-day set-up
 - Gold-page spread color ad in a prime location of the Ball Program Book
 - 8 tickets to the Fall Thank You Party
 - Listing in the sponsor thank you in the 2020 issues of the “Around the Square” newsletter
- *TWO SPONSORSHIPS AVAILABLE

PRESERVATIONIST SPONSORSHIP – \$25,000

- 12 tickets to the Ball with preferred seating
 - 10 tickets to the Patron Party
 - Signage at the Ball entrance
 - Inclusion in the press materials as the Preservationist sponsor, including press releases and media alerts
 - Your name prominently listed on the Ball invitation
 - Listing on Ball banners hung above the main entrances to the Park
 - Listing on “What’s going on Here?” boards located at the 4 entrances of the event during the 4-day set-up
 - Silver full-page ad
 - 6 tickets to the Fall Thank You Party
 - Listing in the sponsor thank you in the 2020 issues of the “Around the Square” newsletter
- *THREE SPONSORSHIPS AVAILABLE

GOLD SPONSORSHIP – \$10,000

- 4 tickets to the Ball
- 4 tickets to the Patron Party
- Listing on the Ball invitation
- Listing on the Ball banners hung above the main entrances to the Park
- Listing on “What’s Going On Here?” boards located at the 4 entrances at the event during the 4-day set-up
- Bronze full-page ad
- 4 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of the “Around the Square” newsletter

SILVER SPONSORSHIP – \$5,000

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Listing on Ball invitation
- Listing on “What’s Going On Here?” boards located at the 4 entrances of the event during the 4-day set up
- Full-page color ad in the Ball Program Book
- 2 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of the “Around the Square” newsletter

SPONSORSHIP CONFIRMATION AND PAYMENT
DEADLINE IS **MONDAY, JULY 13, 2020** FOR
INVITATION AND PROGRAM BOOK INCLUSION.

SOME OF OUR PREVIOUS SPONSORS

aka.

AD
AllanDombRealEstate

Cissy & Eugene
Block

BOYDS
PHILADELPHIA

& associates
cashman
COMMUNICATIONS • BRAND MANAGEMENT • STRATEGIC SOLUTIONS

Clemens
Construction
Company, Inc.

DP
Dilworth
Paxson^{L.P.}

EVANTINE
DESIGN

FIRSTTRUST
BANK

JAMES J.
FITZGERALD, IV
FAMILY

Fitter Club
PHILADELPHIA

GLENMEDE
Founded on ideals.
Built on ideas.

GOVBERG
jewelers since 1916

THE
GOVERNOR'S
WOODS FOUNDATION

G
GRAHAM
COMPANY

IBEW 98 LAGOS

Neiman Marcus

NEUMAN'S
KITCHEN
EVENTS & CATERING

THE
LAUREL
RITTENHOUSE SQUARE
SOUTHERN LAND
COMPANY

Hilarie & Mitchell
Morgan

THE RITTENHOUSE

FIND
YOUR
PATH
PHILADELPHIA
PARKS &
RECREATION

PNC

SOUTHERN LAND
COMPANY

STARR
RESTAURANTS

W C M

TD | TD Wealth

THE WOLK LAW FIRM
AIRLAW



UNDERWRITING OPPORTUNITIES

Underwriters have first right of refusal on their sponsorship item for the following year.

GIVE AWAY UNDERWRITERS - \$20,000

- 4 tickets to the Ball
- 4 tickets to the Patron Party
- Logo scene printed on give away item
- Back of Ball Program Book page dedication
- Full-page ad in the Ball Program Book
- 2 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of "Around the Square" newsletter

RECEPTION UNDERWRITERS - \$15,000

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Full-page ad in the Ball Program Book
- Special signage on all the cocktail areas
- Listing on invitation as the Reception Sponsor
- Listing on Ball banners, hung above main entrances to the park
- Listing on "What's going on Here" boards located at the 4 entrances of the event space during the 4-day set-up
- 4 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of "Around the Square" newsletter

COCKTAIL HOUR UNDERWRITERS - \$15,000

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Full-page ad in the Ball Program Book
- Special signage on all the cocktail areas
- Listing on invitation as the Cocktail Hour Sponsor
- Listing on Ball banners, hung above main entrances to the park
- Listing on "What's going on Here" boards located at the 4 entrances of the event space during the 4-day set-up
- 2 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of "Around the Square" newsletter

SPONSORSHIP CONFIRMATION AND PAYMENT DEADLINE IS
MONDAY, JULY 13, 2020 FOR INVITATION AND PROGRAM BOOK INCLUSION.



UNDERWRITING OPPORTUNITIES (CONTINUED)

Underwriters have first right of refusal on their sponsorship item for the following year.

ENTERTAINMENT UNDERWRITERS – \$12,500

- 4 tickets to the Ball
- 4 tickets to the Patron Party
- Full-page ad in the Ball Program Book
- Special signage on the Ball entertainment stage
- Listing on invitation as the Entertainment Sponsor
- Listing on Ball banners hung above main entrances to the park
- Listing on “What’s Going On Here” boards located at the 4 entrances of the event space during the 4-day set-up
- 4 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of “Around the Square” newsletter

PROGRAM BOOK UNDERWRITERS – \$10,000

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Full 2-page ads in the Ball Program Book
- 2 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of “Around the Square” newsletter

PATRON PARTY UNDERWRITERS – \$10,000

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Full-page ad in the Ball Program Book
- Listing on invitation of Patron Party
- 2 tickets to the Fall Thank You Party
- Listing in the sponsor thank you in the 2020 issues of “Around the Square” newsletter

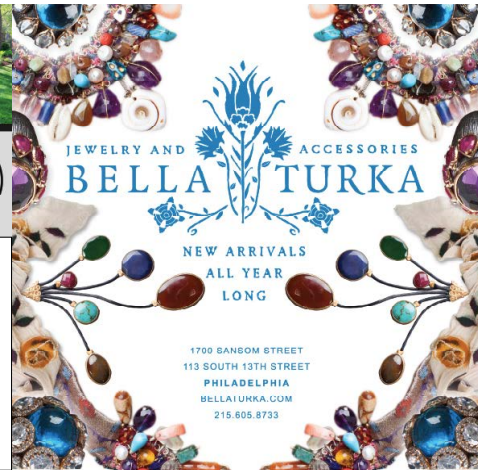
INVITATION UNDERWRITERS – \$7,500

- 2 tickets to the Ball
- 2 tickets to the Patron Party
- Full-page ad in the Ball Program Book
- Recognition of sponsorship on invitation

SPONSORSHIP CONFIRMATION AND PAYMENT DEADLINE IS
MONDAY, JULY 13, 2020 FOR INVITATION AND PROGRAM BOOK INCLUSION.

2020 BALL ON THE SQUARE

Preserve • Protect • Beautify



PROGRAM BOOK PARTICIPATION

\$2500 Inside Cover Ad (1)

- 8"x8"
- Please include 0.125 bleeds for all edges
- Process Color (CMYK)
- PDF format with fonts converted to outlines

\$1000 Full Page Ad

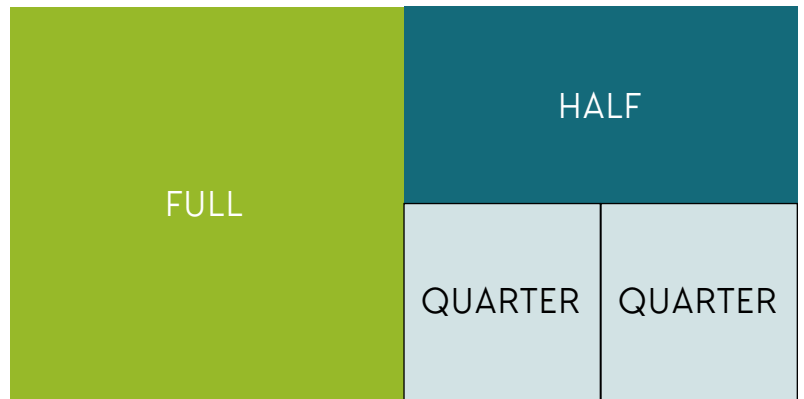
- 8"x8"
- Please include 0.125 bleeds for all edges
- Process Color (CMYK)
- PDF format with fonts converted to outlines

\$750 Half Page Ad

- 8" x 4" (horizontal orientation)
- Please include 0.125 bleeds for all edges
- Process Color (CMYK)
- PDF format with fonts converted to outlines

\$500 Quarter Page Ad

- 4" x 4"
- Please include 0.125 bleeds for all edges
- Process Color (CMYK)
- PDF format with fonts converted to outlines



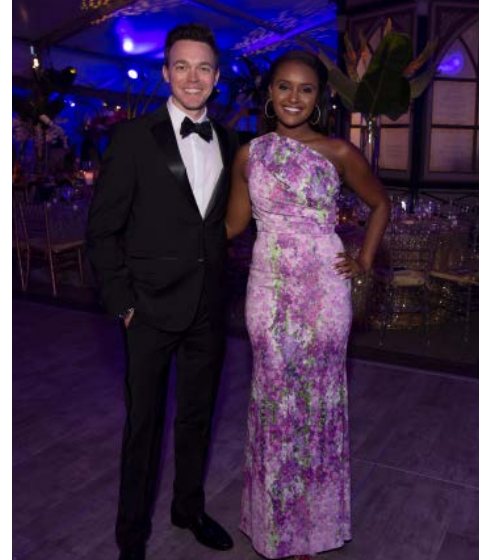
PROGRAM BOOK PAYMENT AND ARTWORK DEADLINE IS **FRIDAY, JULY 17, 2020.**

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

2020 BALL ON THE SQUARE

Preserve • Protect • Beautify

Held annually on the third Thursday of June, the Ball on The Square is widely considered to be one of the most prestigious events on the Philadelphia social calendar. It attracts notable Philadelphians including industry leaders, philanthropists, business executives, politicians, and long-time residents of the Square. Join us, **THURSDAY, OCTOBER 8, 2020**, for the Ball on The Square black tie gala with magical ambience, an elegant sit-down dinner, fabulous music and dancing.



TICKET PRICES

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

\$1,600 Patron (each)

• Includes an invitation to the Patron Party & Pre-Ball Reception

\$800 Friend (each)



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THURSDAY, OCTOBER 8, 2020

SPONSORSHIP AND AD CONFIRMATION FORM

PREFERRED LISTING: _____

COMPANY NAME: _____

PRIMARY CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

LEVEL

- ☐ PRESENTING SPONSOR (1)- \$75,000
- ☐ DIAMOND SPONSORSHIP (2)- \$50,000
- ☐ PRESERVATIONIST SPONSORSHIP (3)- \$25,000
- ☐ GOLD SPONSORSHIP - \$10,000
- ☐ SILVER SPONSORSHIP - \$5,000
- ☐ GIVE AWAY UNDERWRITERS - \$20,000
- ☐ RECEPTION UNDERWRITERS - \$15,000
- ☐ COCKTAIL HOUR UNDERWRITERS - \$15,000

- ☐ ENTERTAINMENT UNDERWRITERS - \$12,500
- ☐ PROGRAM BOOK UNDERWRITERS - \$10,000
- ☐ PATRON PARTY UNDERWRITERS - \$10,000
- ☐ INVITATION UNDERWRITERS - \$7,500
- ☐ INSIDE COVER PROGRAM BOOK AD (1)- \$2500
- ☐ FULL PAGE PROGRAM BOOK AD - \$1000
- ☐ HALF PAGE PROGRAM BOOK AD - \$750
- ☐ QUARTER PAGE PROGRAM BOOK AD - \$500

☐ 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

THE FRIENDS OF RITTENHOUSE SQUARE RESERVE THE RIGHT TO ADD GUESTS TO UNFILLED TABLES AS NEEDED.

SPONSORSHIP CONFIRMATION AND PAYMENT DEADLINE IS MONDAY, JULY 13, 2020 FOR INVITATION AND PROGRAM BOOK INCLUSION. PROGRAM BOOK PAYMENT AND ARTWORK DEADLINE IS FRIDAY, JULY 17, 2020.