

Designer House & Gardens

January 17, 2019

The Village Improvement Association of Doylestown (VIA) is dedicated to enhancing the health and welfare of Central Bucks County and surrounding communities. Founded in 1895, the organization opened Doylestown Hospital in 1923 and its members continue to participate in the governance of this award-winning healthcare system.

We invite you to help us to continue making a difference in our community.

For 43 years, the VIA has hosted this event, to support its mission and Doylestown Health. This fundraiser enables the VIA to assist hundreds of individuals and families in financial need, women in post-secondary education programs, and selected community interest groups. Additionally, outstanding teens have received college scholarships and others have received funds to attend leadership training. The reality is that each year, more Bucks County residents require the assistance we provide.

The VIA is continuing its support for the Center for Heart and Vascular Care at Doylestown Health which has embarked on a transformative capital renovation and expansion. Building facilities commensurate with the high level of care provided by Doylestown Health physicians and nurses ensure that our independent community hospital remains at the forefront of innovative healthcare delivery. Slated for completion in 2019, the new Center for Heart and Vascular Care will renew Doylestown Health's commitment to its pioneering model of cardiovascular care. The new facility will expand the ability of clinical care teams to meet the needs of patients throughout the region, harnessing decades of leadership in heart care. In November 2018 IBM Watson Health named Doylestown Hospital in its list of Top 50 Hospitals for Cardiovascular Care, the only hospital in Pennsylvania or New Jersey to be included.

Please review our 2019 Sponsorship Options and join us as a Designer House Sponsor. Your support will be showcased to thousands of visitors throughout the Delaware Valley and beyond. Enclosed, for your consideration, is a list of sponsorship opportunities and accompanying benefits.

We look forward to seeing you at the 2019 Bucks County Designer House which will be held at Peppermint Farm in Perkasie, PA.

Warm Regards,



Dr. Sandy M. Homel
2019 Bucks County Designer House & Gardens Chair



Joyce A. Hanson
VIA President

– Sponsorship Co-Chairs –

Helen Hammes
hhammes@comcast.net
(215) 688-8049

Joy Levy
joylevy@yahoo.com
(908) 883-0386

Cory H. Schroeder
Coryxa6254@gmail.com
(215) 796-1795



Designer House & Gardens

2019 Sponsorship Options

	Exclusive Presenting \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Gala Sponsor \$4,000	Empty House Party \$1,500
Sponsor Recognition*						
Inclusion in Designer House Promotional Materials including print and digital ads, banners, and posters to include your Company Logo or Name*	✓	✓				
Featured Recognition and Link on the Designer House Website	Home & Sponsor Page	Home & Sponsor Page	Sponsor Page	Sponsor Page	Gala Page	EHP Page
Guidebook Recognition	Dedicated Presenting Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Gala Page	EHP Page
Inclusion in Onsite Sponsor Signage featuring your Company Logo or Name	✓	✓	✓	✓	✓	✓
Guidebook Ads						
Color Ad in Guidebook	Presenting Sponsor Page and Two-Page Spread Premium Placement	Full Page ROP***	1/2 Page ROP***	1/4 Page ROP***		
Increase to a 1/2 page ad				\$200		
Increase to a full page ad			\$300	\$500		
Event and Tour Tickets						
Empty House Party - Sunday, Feb 24, 2019	10	8	4	2		4
Gala including VIP Champagne Reception and tour of Pearl S. Buck House - Friday, April 26, 2019	10	8	4	2	10	
Reserved Gala Seating	Table for 10	Table for 8			Table for 10	
VIP Parking Passes**	5	4	2	1	5	
House Tour Tickets	10 Season Pass Tickets	8	4			4
Complimentary Tour Tickets - Please note, the 2019 Designer House Gala will be held at the historic Pearl S. Buck House - not at Peppermint Farm. Please use these tickets to return after the gala and tour the Designer House from April 28 through May 26, 2019.	10	8	4	2	10	
Special Benefits						
Private Designer House Tour	✓					
Discounted Employee Ticket Pricing****	✓	✓				

*Subject to space constraints in some materials, ** VIP Parking onsite or valet service if available, *** Run of Paper, **** Advance ticket purchase

Please sign and complete both sides of the Sponsorship Agreement before February 1, 2019.



The VIA is a 501 (c) (3) nonprofit organization. Contributions are tax-deductible to the fullest extent of the law.

Designer House & Gardens

2019 Sponsorship Agreement

Yes, I/we would like to support the 2019 Bucks County Designer House & Gardens

- | | | | |
|---|----------|--|----------|
| <input type="checkbox"/> Presenting Sponsor * | \$15,000 | <input type="checkbox"/> Gala Sponsor | \$ 4,000 |
| <input type="checkbox"/> Gold Level* | \$10,000 | <input type="checkbox"/> Empty House Party Sponsor | \$ 1,500 |
| <input type="checkbox"/> Silver Level | \$ 5,000 | | |
| <input type="checkbox"/> Bronze Level | \$ 2,500 | | |

Yes, I/we would like to upgrade our ad to a larger size

- | | |
|--|-------|
| <input type="checkbox"/> Silver upgrade from Half Page to Full Page | \$300 |
| <input type="checkbox"/> Bronze upgrade from Quarter Page to Half Page | \$200 |
| <input type="checkbox"/> Bronze upgrade from Quarter Page to Full Page | \$500 |

I/we would like to make a donation of \$_____

Please complete both sides of this agreement and respond with payment by Feb. 1, 2019 to assure inclusion in Designer House promotional materials.

Sponsor Name: _____
(Please print as it should appear in promotional materials)

Address: _____

Contact Name: _____

Phone Number: _____ **Email:** _____

Total Commitment: \$_____

Authorized Signature: _____

Authorized Name: _____
(Please Print)

Sponsorship payable to:
Bucks County Designer House & Gardens
c/o VIA of Doylestown
595 W. State Street, Doylestown, PA 18901

* **Presenting and Gold Sponsors:** Please send both color and B&W logos as jpg, gif or tif files to advertise@BucksCountyDesignerHouse.org by **February 1, 2019.**



Designer House & Gardens

Event Attendees

Please enter your name and the names of your guests who will be attending these events.

If you do not plan to attend, please enter an "x" in the box.

Sponsor Level				Empty House Party	Gala
Presenting & Gala	Gold	Silver & EHP	Bronze		

Tour and Gala tickets will be mailed during April to the contact listed on the reverse page. If you would like tickets sent to a different person or address, please complete the following:

Name	
Street Address	
City, State, Zip	



BUCKS COUNTY

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2019 GUIDEBOOK ADVERTISEMENT ORDER

Advertising Deadline is March 1, 2019 • Payment due with ad submission

Advertiser Order Options

COMPLETE THIS ORDER FORM AND

SCAN AND EMAIL TO:

Advertise@BucksCountyDesignerHouse.org

OR

MAIL TO:

Village Improvement Association of Doylestown
Attn: Kim Calabrese
595 West State Street • Doylestown, PA 18901

VIA Tax Status 501(c)3 • Federal Tax ID: 23-2368200

Advertiser Information

Business Name _____
 Contact Name _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____ ZIP _____
 Phone _____ Mobile Phone _____
 Email _____ Fax _____
 Web Address _____

Ad Requirements

AD FILE TYPE: Preferred format: PDF (high resolution). Images should be CMYK at 300dpi minimum. All fonts must be embedded in the PDF.

BLEED: Only full-page ads may bleed off edges. Include an extra ¼" to allow for the bleed. Allow ½" type safety (all type and logos should be ½" in from the trim).

Submit Ads to:

Kim Calabrese • 215.262.6069
Advertise@BucksCountyDesignerHouse.org

Payment Options (Please Check One)

Check | Check Number _____ Check Amount \$ _____

Please make checks payable to: Bucks County Designer House & Gardens

Credit Card Electronic Invoice Request | Charge Amount \$ _____

AMEX, MC, VISA and Discover Accepted | **DO NOT INCLUDE CREDIT CARD NUMBER**
YOUR INVOICE WILL BE EMAILED AND PROCESSED VIA PayPal








Email address for credit card invoicing _____

Signature _____

For office use only PayPal Confirmation #: _____

Ad Size, Specs and Prices (Please Check One)

Book size trimmed: 5.5" x 8.5" • Printed 4-color process • Perfect bound • Paper: Medium-weight glossy • Approximately 116 pages

						
<input type="checkbox"/> Outside Back Cover* 5.5" x 8.5" \$2500	<input type="checkbox"/> Inside Front or Back Cover* 5.5" x 8.5" \$2000	<input type="checkbox"/> Inside Full Page* 5.5" x 8.5" \$900	<input type="checkbox"/> Half-Page Horizontal 4.5" x 3.75" \$600	<input type="checkbox"/> Half-Page Vertical 2.25" x 7.5" \$600	<input type="checkbox"/> Quarter Horizontal 4.5" x 1.875" \$400	<input type="checkbox"/> Quarter Vertical 2.25" x 3.75" \$400

* Full page ad size: Non-bleed: 4.5" x 7.5" • Bleed (please include crop marks): 6" x 9" (includes .25" bleed all sides) live area 5.5" x 8.5"

Rate Policy & Cancellations: All advertising is accepted subject to the approval of the Publisher. We reserve the right to cancel any advertisement deemed unsuitable for publication. Notice of cancellation must be received in writing before the Guidebook Advertising Deadline: March 1, 2019.

Limitation of Liability: "BCDH&G" will not be liable for any error in advertisement published hereunder if supplied materials do not conform to the printer's specifications. The advertiser assumes full responsibility to pay for corrections or to resubmit corrected materials if time allows. All material will be furnished at the advertiser's expense.

