

First Night® State College is an family-oriented, alcohol-free, art- and music-centered event now in its 17th year. By encouraging families to attend, hopefully we can instill in our youth the values that First Night® State College promotes.

This year's celebration will continue the tradition of approximately 80 ice sculptures in Sidney Friedman Park and on the streets of downtown State College. Children's art and craft workshops will be held in various indoor locations from 1 to 5 p.m. on the 31st.



Resolutions sculptures will appear throughout the celebration. A Russian slide made of 45 blocks of ice, horse-drawn carriage rides, a reindeer display, the Grand Procession with giant *papier-mache* puppets, a 5K Resolution Run, ice skating and approximately 30 musical performances will be offered for the public's participation and enjoyment.

SPONSORSHIP OPPORTUNITIES



Performances include Celtic, brass, jazz, folk, and bluegrass to magic and juggling.

\$250-500

More than 600 runners participated in the 2010 5K Resolution Run.

\$2,500



Visitors can enjoy carriage rides from 7-10 pm.

\$500 (3 available)

Kids delight in visiting the reindeer that so recently visited their homes!

\$500



High school kids involved in local rock bands perform at Fairmount Avenue School auditorium, competing for cash prizes.

\$500

Workshops for all ages including arts and crafts as well as music. Activities have included decorating scarves and West African drumming.

\$250



Fire Sculptures, First Bells, Edison's Clothesline, The Tent of Light, The Burning Man, The Energy Tree and Resolution Mugs

\$500



One-block ice sculptures are placed throughout the downtown area, at sponsor business

\$250

See attached **SPONSORSHIP COMMITMENT** form for complete list of sponsorship categories and opportunities.

BENEFITS

Benefits are commensurate with sponsorship level. First Night® State College sponsorships range from \$250 for an ice sculpture to \$1,000 for the First Night® button to \$2,500 for the First Night® 5K Resolution Run, with many options in between.

Depending upon the level of commitment, benefits can include on-site recognition, listing with company logo in First Night® State College program guide, web link to sponsor's business, First Night® buttons and opportunity for on-site promotion booth.

SPONSORSHIP LEVELS AND BENEFITS

Presenting Sponsor (\$10,000+)

- Opportunity for feature article in First Night® State College Program guide (25,000 distributed)
- Banner across Allen Street
- Highly visible recognition in multiple publications and media coverage
- Recognition on all 5K Resolution Race forms and t-shirts
- 25 First Night buttons

Plus other benefits of Gold, Silver, Bronze, Steel

Gold (\$2,500)

- Web link to sponsor's business
- 15 First Night buttons

Plus other benefits of Silver, Bronze, Steel

Silver (\$1,000)

- 10 First Night buttons

Plus other benefits of Bronze, Steel

Bronze (\$500)

- Recognition with logo on First Night® State College web site
- Opportunity to display corporate banner at sponsored event

Plus other benefits of Steel

Steel (\$100 to \$499)

- Recognition on First Night® State College Web site
- Recognition in First Night® State College program guide
- On-site recognition

Through the efforts of First Night® State College, hundreds of children and adults have participated in arts and crafts workshops. Families enjoy 30 indoor performances each New Year's Eve.

Resolutions Sculptures share hopes and dreams of the year to come. In the same token, resolutions sculptures rid us of things in our lives of which we wish to let go.

Runners brave the cold weather to begin their new year in a healthy way—something very important to First Night® State College.

More than 12,000 visitors enjoy the activities offered by First Night® State College. Please join us in presenting 2011 First Night® State College.

**First Night®
State College**

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For more information, please contact:

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**Most importantly, show
your support of this
New Year's Eve
community celebration!**



firstnightstatecollege.com



First Night® State College



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Happy New Year!

