



BENSALEM TOWNSHIP POLICE DEPARTMENT

2400 Byberry Road • Bensalem, PA 19020 • (215) 633-3700 • Fax (215) 633-3656

Frederick A. Harran
Director of Public Safety



... because every kid needs a pal

The “Cops and Rodders” Car Show

Dear PAL Supporter,

We have exciting news! The Bensalem Township Police Activities League, in conjunction with PARX Casino and Liberty Region Corvette Club, is hosting its first joint Car Show on Saturday, May 9, 2020 (rain date – Sunday, May 17, 2020). **“Cops and Rodders”** will be held in the PARX Casino/Racing Parking area, located at 2999 Street Road, Bensalem PA 19020. Proceeds to benefit the Bensalem Police Activities League (PAL).

PAL is a youth, crime prevention program that utilizes educational, athletic, and recreational activities to foster relationships between our youth and the police department. This program offers free recreational and educational activities to provide opportunities for youth that may not ordinarily be given these chances. The Bensalem Police PAL is funded solely by donations received from business and local community members. The PAL program has continuously grown year after year; so we need your help to continue to provide these opportunities to the over 1200 youth that annually participate.

All makes and models of cars, trucks and motorcycles will be in attendance, along with various township vehicles ranging from police cars and Motorcycles, SWAT Truck and Public Works Vehicles. Registration is 9:00 AM – 12:00 PM, Judging is 12:00 PM – 2:30 PM and the show runs from 11:00 AM – 3:00 PM with awards starting at 3:00 PM. Awards will be given to the top 75, Best Paint, Best Interior, Best Engine, Best of Show and Best Club Participation.

We are so grateful for what our sponsors have helped us accomplish over the years. Without your assistance and sponsorship we will not be able to continue to reach the youth who still need us. We need and welcome your sponsorship to help make this car show a success. No donation is too big or too small to help children foster friendships and stay actively involved in our community. We hope to team up with you and other local business and community members to help make this a success. Why do we do it? As our motto says “Because Every Kid Needs A PAL”. “Youth Comes but Once in a Lifetime” so let’s make it one they will remember.

Interested in sponsoring or just looking for more information, please contact Bensalem PAL at 215-633-3739 or send an email to PAL@bensalempa.gov.

Respectfully,

Frederick A. Harran

Director of Public Safety



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BENSALEM PAL "Cops and Rodders" Car Show SPONSORSHIP

\$5,000 Title Sponsor

- ❖ Top Priority Placement on promotional materials as Title Sponsor - **1 spot only – First paid**
- ❖ Sponsor name attached to show throughout event ("Sponsor Name" presents Bensalem PAL Cops and Rodders Car Show)
- ❖ Placement on Car Show T-Shirt
- ❖ Recognition plaque to display at your business
- ❖ Company banner displayed at event (supplied by you)
- ❖ Logo and link on <https://bensalempal.siplay.com> (Logo supplied by you)
- ❖ Your company advertisement/promo items in participant bags (supplied by you)
- ❖ Free Full Page 1 year advertisement on the Liberty Region Corvette Club Website and Social Media
- ❖ Vendor space day of event. No power available. Announcer will recognize you during the event.

\$2,500 Platinum Sponsor

- ❖ Priority Placement on promotional materials as Platinum Sponsor (posters and brochures)
- ❖ Recognition plaque to display at your business
- ❖ Company banner displayed at event (supplied by you)
- ❖ Logo and link on <https://bensalempal.siplay.com> as Platinum sponsor (Logo supplied by you)
- ❖ Free Half Page 1 year advertisement on the Liberty Region Corvette Club Website and Social Media
- ❖ Your company advertisement/promo items in participant bags (supplied by you)

\$500 Gold Sponsor

- ❖ Placement on promotional materials as Gold Sponsor (posters and brochures)
- ❖ Recognition plaque to display at your business
- ❖ Company banner displayed at event (supplied by you)
- ❖ Logo and link on www.bensalempal.com as Gold sponsor (Logo supplied by you)
- ❖ Free Eighth Page 1 year advertisement on the Liberty Region Corvette Club Website and Social Media

\$1000 Diamond Sponsor

- ❖ Priority Placement on promotional materials as Diamond Sponsor (posters and brochures)
- ❖ Recognition plaque to display at your business
- ❖ Company banner displayed at event (supplied by you)
- ❖ Logo and link on www.bensalempal.com as Diamond sponsor (Logo supplied by you)
- ❖ Free Quarter Page 1 year advertisement on the Liberty Region Corvette Club Website and Social Media
- ❖ Your company advertisement/promo items in participant bags (supplied by you)

\$250 Silver Sponsor

- ❖ Placement on promotional materials as Silver Sponsor (posters and brochures)
- ❖ Logo and link on www.bensalempal.com as Silver sponsor (Logo supplied by you)
- ❖ Free Credit Card 1 year advertisement on the Liberty Region Corvette Club Website and Social Media
- ❖ Contributor certificate acknowledging your company support

Community and In-Kind Donations

All other donations/in-kind donations will be given a dollar value and donator/in-kind sponsor will receive that dollar value as sponsorship level

**DEADLINE FOR SPONSORSHIP ON CAR SHOW PROMOTIONAL MATERIALS/T-SHIRTS IS
APRIL 10, 2020.**



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Yes, I would like to be a sponsor of the Bensalem PAL "Cops and Rodders" Car Show.

Sponsorship I would like to provide:

- _____ TITLE SPONSOR \$5,000
- _____ PLATINUM – TITLE SPONSOR \$2,500
- _____ DIAMOND SPONSOR \$1,000
- _____ GOLD SPONSOR \$500
- _____ SILVER SPONSOR \$250
- _____ COMMUNITY SPONSOR \$ _____
- _____ IN KIND SPONSOR

Description & Value _____

Amount Enclosed: \$ _____

Please make checks payable to: Bensalem Police PAL
 2400 Byberry Rd.
 Bensalem, PA 19020
 Attention: Tracey Buechner

Company Name: _____

Contact Name: _____

Contact Phone: _____ Fax: _____

Email: _____ Cell: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____