



1/19/2024

Re: Dormont Pool Banner Sponsorship

**Summer isn't cool without you!
Partner with the Dormont Pool to beat the heat!**

Imagine the splash of cannonballs and laughter echoing through the air as kids plunge into the shimmering water. Picture families basking in the sun, friends swapping stories over ice cream, and seniors reminiscing about summer days of old. This is the magic of the Dormont Pool, and you can be a part of it!

Make a splash with our banner sponsorship program! Your business logo will be prominently displayed on a 3x5 ft. banner at the pool, seen by thousands of potential customers from May 25th through September 2nd. Plus, you'll receive additional exposure on our website, social media, and the electronic sign outside, which is seen by an estimated 18,000 vehicles per week.

Every summer, thousands of people from across Allegheny County flock to the Dormont Pool to escape the heat and create lasting memories. In 2023 alone, over 31,000 visitors sought refreshment and bliss within its walls. Now, with pool management back in-house, we're excited to expand programming and offer even more opportunities for fun and connection. But to make this vision a reality, we need your support.

New this year: sponsorship upgrades! This year we are introducing banner upgrades that will be available to all levels of sponsorship. Choose from a double-length banner, a customized banner, or pick both to really make a bang.

We offer sponsorship tiers to accommodate budgets of all sizes, and we're happy to create custom packages to align with your specific goals. Don't miss this chance to support a beloved community landmark while boosting your brand visibility throughout the summer season. Dive into the Dormont Pool sponsorship program today!

If you have any questions, ideas, or need more information, please do not hesitate to reach out. We can't wait to work with you.

Sincerely,

Evan Deckers

Evan Deckers

Pool Manager and Recreation Clerk, Borough of Dormont

EDeckers@boro.dormont.pa.us ; 412.439.3813

2024 DORMONT POOL SPONSORSHIP FORM



Business Name _____ Contact Person _____

Address _____

Phone Number _____ Email Address _____

Check here to sign up for the Borough of Dormont business email list.

Please send digital logo & any special messaging desired to EDeckers@boro.dormont.pa.us

Slide Supporter \$1,000+ Only 1 Available – Contact Evan for details

Includes all benefits of previous levels, upgraded to prominent size & location of logo on website

2 approximate 3x5 banners hung on top of the slide at Dormont Pool

Amount: \$ _____

Fence Banner Benefactor \$450+

Includes all benefits of previous levels, upgraded to clickable

logo on website, Approximate 3x5 color banner hung on fencing inside Dormont Pool

Amount: \$ _____

Pool Parking Lot Promoter \$250+

Listed on Dormont Pool website with clickable link
One week recognition as sponsor on pool parking lot digital sign during season, Listed as sponsor on thank you posts & in Fall 2024 newsletter

Amount: \$ _____

Pool Patron \$125+

Listed on Dormont Pool website with clickable link
Listed as sponsor on thank you posts

Amount: \$ _____

Lifeguard Lifesaver – Donate a meal!

Donate a weekend meal to thank Dormont Pool staff! Based on value of donation, receive the above items & special shout out on Dormont Pool social media featuring your meal and donation

Value: \$ _____

Other amount or In-Kind Donation of Services or Goods

Donors receive benefits based on value. Sponsor a special discount day/event such as Veterans/Healthcare Workers or 80s Night. You may also request to create your own sponsorship package & work with us on special event to meet your business's needs. What would you like to donate? What is the value?

NEW THIS YEAR!

Sponsorship Upgrades

\$150 – Custom Banner Design
With all the excitement at the pool, you want to stand out. Let Dormont work with you to create a professional, custom designed banner. Want to put a DoorDash QR code on your banner? The possibilities are endless!

Yes, I would like to upgrade for an extra \$150

\$75 – Double Length Banner
Double your appeal by doubling the length of your banner! More space means more room for creativity. Not feeling creative? See the option above and let us fill up the extra space for you!

Yes, I would like to upgrade for an extra \$75

Please respond by Thursday, March 21, 2024 for **PRIORITY** posting on website & social media posts prior to season passes going on sale. Please respond by Tuesday, April 30, 2024 for banner hanging prior for opening day.

Please remit payment to: Borough of Dormont
1444 Hillsdale Ave
Re: Dormont Pool Sponsorship
Pittsburgh, PA 15216