



ART on the GREEN

New Castle Hundred Lions Club
September 23, 2023
Battery Park, Historic New Castle, DE

P. O. Box 462, New Castle, DE 19720
10:00 a.m. until 4:00 p.m.
Rain or Shine with no Rain Date

The New Castle Hundred Lions Club invites you to share the day with us!

This is the 52nd show. 2022 was our biggest show in recent memory!

Lions Club is a worldwide service organization. Most of that service is for local communities. Our New Castle Hundred Lions Club (NCHLC) serves our community through a variety of activities such as the following:

- Prepare and distribute food baskets to those in need in December
- Aid with eye care including eye examinations and eyeglasses
- Lend medical equipment
- Provide a scholarship each year to a senior from William Penn High School

We have a Student of the Month Program during the school year that awards a \$1,000 college scholarship to one of these students. The recipient is then eligible to receive another \$1,000 each year after that provided his/her grades meet the club's requirements.

- Sponsor yearly Easter and Halloween parades for the City of New Castle
- Volunteer for community projects as they are presented

While we have several fund-raising events each year, our biggest is Art on the Green. It is costly to produce since we pay for free busing from remote parking areas, port-a-pots on site, city workers who spend the day helping, especially with trash cleanup, an announcer, signs and print and electronic advertisements as well as other expenses. We hope that by having Sponsors much of our costs to produce Art on the Green can be covered and **that way the money we raise from the vendors can go back into our community.**

Attached to this email is the information packet which includes the application form. We hope that you will view our website. Several thousand people attend Art on the Green each year. Please send in the application form as soon as possible. Therefore depending on the level of sponsorship you choose, you will receive the "perks" when we receive your form. Please submit your application in by April 1, 2023 to receive the full benefit from the various advertising we use. You may send the fee later as long as we receive it by August 1, 2023. You will also be able to use a credit card for payment for a small service fee and if you use the credit card option, you can email your application to us.

We look forward to seeing all of you on September 23, 2023, at Art on the Green!

Yours in service,

New Castle Hundred Delaware Lions Club Foundation, Inc.

Lorayne Titter Kim Burgmuller Gary Burgmuller Co-Chairs of Art on the Green



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We started our Sponsorship Program in 2015 and hope that you will become part of Art on the Green 2023. As a Sponsor, you will receive certain “perks” and advertising for your company.

Please refer to the below description of the Sponsorship Levels when completing the application.

We are also a foundation and therefore tax deductible. We are now New Castle Hundred Delaware Lions Club Foundation, Inc.

Sponsorship Levels

- **Lion’s Den:** \$100 (+\$5 to use a credit card) will display your banner on announcer’s hill, announcements made during the show, and listed on our website and all print and electronic advertisements.
- **Cub:** \$175 (+\$5 to use a credit card) - gives you one 10’ X 10’ space to use to promote your business, announcements made during the show, space on announcer’s hill to display your banner, and listed on our website and all print and electronic advertisements..
- **Lion:** \$275 (+\$10 to use a credit card) – gives you two 10’ X 10’ spaces to use to promote your business, announcements made during the show, space on announcer’s hill to display your banner, and listed on our website and all print and electronic advertisements.
- **Lion King:** \$425 (+\$20 to use a credit card) – gives you three 10’ X 10’ spaces to use to promote your business, announcements made during the show, space on lower hill to display your banner, may display a second banner in our large tent provided for people to sit and eat, and listed on our website and all print and electronic advertisements.

Print and/or electronic advertisements. If you miss one of the deadlines, your sponsorship will appear in the next if there is another deadline for that type of advertising.

Please send in your application by April 1, 2023 to receive the most exposure from our advertisements.

- Rack cards – 1st printing is in mid-April and 2nd printing is in late June
- NCCP Booklets & electronic versions used by the New Castle Visitor Center will be used all year long at the Visitor Center – 1st printing is in mid-April and 2nd printing is in late June
- Local newspapers and electronic advertisements is needed by mid-August

Please submit your application by April 1, 2023, to guarantee that you make the deadlines for the various forms of advertising we use, but remember your fee is not due until August 1, 2023.

Check our website <http://www.artonthegreende.net> for Sponsor forms and current information on the show

We look forward to seeing all of you on September 23, 2023!

Thank you from the Art on the Green Committee co-chairs,

Lorayne Titter Kim Burgmuller Gary Burgmuller

Phone 302.528.2377

Website www.artonthegreende.net

Email artonthegreende@aol.com



ART on the GREEN

SHOW POLICY

Show Date: Saturday, September 23, 2023 10:00 a.m. until 4:00 p.m.

Phone: 302.528.2377

Email: artonthegreende@aol.com

THANK YOU FOR BECOMING ONE OF OUR SPONSORS!

- 1. Sponsors are responsible for booth display and must provide his/her own setup equipment, including tables and canopies. You will be contacted about getting your banner to us the week before the show.**
- 2. A 10' 6" x 10' 6" space will be provided (except Lion's Den Level). If you have more than one space, they will be next to each other or back to back (whatever is best for you). They can also be single spaces in different rows, if you prefer. Mark it on your application.**
- 3. Spaces will be marked off with white paint and will include your space number in white paint.
*You MUST be displayed behind the front line of the assigned space.***
- 4. Unloading and setting up at your space may be done between 6:00 a.m. and 9:00 a.m. on the day of the show. Personal tents may be set up 1:00 pm – 7:00 p.m. on Friday, Sept. 22, but at your own risk.**
- 5. Everyone must have their cars/trailers in their designated parking area by 9:00 am and remain there until 4:00 pm. You must not try to leave the parking area until the show closes at 4:00 pm. Around 8:30 someone will go around and loudly remind you about being in parking area by 9. The announcer does not start until 10 so the PA system is not available to remind you of the 9 am call for all vehicles to be moved to the parking lot.**
- 6. Designated parking areas are marked on the map.
Your parking area will be assigned with your space assignment.**
- 7. Please pick up your banner at 4:00 pm. Do not leave without your banner.**

PLEASE KEEP THIS PAGE, THE MAP, AND THE EMAIL WITH YOUR SPACE ASSIGNMENT FOR THE SHOW DAY. MOST OF YOUR QUESTIONS ARE ANSWERED IN THESE DOCUMENTS.



ART on the GREEN

APPLICATION FORM for SPONSORS

For office use only	
Space -	_____
Date received -	_____
Check number -	_____
Amount -	_____

NAME of business _____

Name of contact person _____

EMAIL _____ WEBSITE _____

Phone # _____ Address _____

Please check one Den \$100___ Cub \$175___ Lion \$275___ Lion King \$425___

Sponsor Levels and Fees Refer to the description of the levels on page 2 of this application.

Lion's Den Fee - (Additional credit card fee +\$5) \$100 = \$ _____

Cub Fee - (Additional credit card fee +\$5) \$175.00 = \$ _____

Lion Fee - (Additional credit card fee +\$10) \$275.00 = \$ _____

Lion King Fee - (Additional credit card fee +\$20) \$425.00 = \$ _____

Due with application form **OR** Total \$ _____

You may send your fee later and is due by August 1, 2023

Space preference if you have more than one space – please check one

Side by side _____ Back to back _____ In separate rows _____

Signature _____

You may email the application if you are paying the fee later or by credit card.

Credit Card Information – Name on Card _____

Card Number _____ Expiration Date _____

3-digit security code from the back _____ Zip Code _____

Make check payable to:

New Castle Hundred Lions Club

Mail application and check to:

Art on the Green, P. O. Box 462, New Castle, DE 19720

Phone number: 302.528.2377

Email address: artonthegreende@aol.com

SHOW DATE: September 23, 2023

Rain or shine event

Parking behind this line for Rows A, B, C, D, E, & F

ART ON THE GREEN

Battery Park

in Historic New Castle, Delaware

(302) 528-2377

(web) artonthegreende.net

(email) artonthegreende@aol.com

Map C

