



KING OF
PRUSSIA
DISTRICT

2024

Sponsorship

*Connect with the community
and increase visibility for your
business or brand through King of
Prussia District's popular events.*



Event Schedule

Click on event to jump to sponsorship opportunities



MARCH 28 & DECEMBER 12 | NETWORK@NITE: FEBRUARY 22, MAY 2, SEPTEMBER 19

Business Networking Events

From an evening affair that celebrates KOP's transformation and change-makers, to smaller social gatherings featuring unique experiences, the District's networking events foster collaboration and community.



MAY 7 & 21 | JUNE 4 & 18 | SEPT 17 | OCT 1

Food Truck Tuesdays

We bring the fun to parking lots throughout King of Prussia during lunchtime! Food Truck Tuesdays feature the region's best food trucks, live music, games and sponsors, creating an active space for engaging with the KOP community.



MARCH 4-15 | BLOCK PARTY FOR CHOP: APRIL 21

King of Prussia Restaurant Week & KOP Shops for CHOP

The region's most heartwarming charitable shopping and dining event benefits Children's Hospital of Philadelphia's King of Prussia campus. The event closes with an epic family-friendly block party in KOP Town Center!



SEPTEMBER 23-27 | WELLNESS WEDNESDAYS: SEPT 25 | OCT 2, 9 & 16

KOP Wellness Week & Wellness Wednesdays

A celebration of KOP's thriving health and wellness scene, KOP Wellness Week features workouts and special offers and kicks off our 4-week outdoor fitness pop-up series.



APRIL 4 & 11 | OCTOBER 8 & 15

Pop-up Café

Offering up a cup of the good stuff, on us! King of Prussia District's Pop-up Cafés rove from Moore Park to Renaissance Park and feature gourmet coffee trucks, pastries and other goodies to get KOP employees' mornings started right.



OCTOBER 28-NOVEMBER 1

First Responders Appreciation Week

The King of Prussia community comes together to show our appreciation and thanks to Upper Merion Township's police, fire and EMS employees and volunteers with incredible meals throughout the week.



MAY 14 | JUNE 6 | SEPT 5

Parking Lot Tournaments

From cornhole to ping-pong, these Parking Lot Tournaments are a fun, light hearted way to blow off some steam after work as KOP employees and residents engage in friendly competition for prizes and bragging rights.



NOVEMBER 1-30 | IGLOO GARDEN: NOVEMBER 5-19

KOP Takes Out Hunger Food Drive & Igloo Garden on the Green

During our month-long food drive benefiting Upper Merion Area Community Cupboard, we host a dreamy outdoor dining experience featuring cozy igloos to raise additional funds for the food pantry.

QUESTIONS? PLEASE CONTACT RACHEL@KOPBID.COM



Business Networking

King of Prussia District brings together leaders from a wide variety of industries to network, explore opportunities for collaboration and partnership and stay on top of KOP's exciting future.

ANNUAL REPORT TO THE COMMUNITY RELEASE
MARCH 28

HOLIDAY RECEPTION
DECEMBER 12

KOP NETWORK@NITE
FEBRUARY 22, MAY 2 & SEPTEMBER 19

These informal evening events feature an activity or unique experience, along with time to mingle.

TARGET AUDIENCE: Business and industry leaders in the King of Prussia region.

PRESENTING
\$8,000

GOLD
\$3,500

SILVER
\$2,000

QUANTITY AVAILABLE

1

5

7

LINKED LOGO on visitkop.com sponsor page and Annual Report website

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TICKETS to Annual Report event & holiday reception

8

5

2

TICKETS to Network@Nite (per event)

4

3

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ON-SITE marketing with table at Annual Report event

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LOGO on event signage and all event eblasts

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COMPANY NAME on Facebook and website events

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BANNER AD in event eblasts

4

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BANNER AD on visitkop.com

3 MOS

2 MOS

SOCIAL POSTS on KOP District channels

5

3

LOGO on Annual Report event attendee name tags

•

SPOTLIGHT blog post on visitkop.com, shared in enews & on social channels

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INDUSTRY EXCLUSIVITY

•

MARKETING PIECE given to all attendees at Annual Report event

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10TH ANNIVERSARY

KING OF PRUSSIA

RESTAURANT WEEK

MARCH 4-15



MARCH 4-15

BLOCK PARTY
APRIL 21

Align your business with the region's most heartwarming event!

This King of Prussia restaurant and retail event shines a spotlight on KOP's world-class dining and shopping scenes, while raising money for Children's Hospital of Philadelphia's King of Prussia campus.

In nine years, this campaign has raised \$366,311 for CHOP King of Prussia!

LEARN MORE

TARGET AUDIENCE:

Thousands of patrons of 100+ restaurants, retailers and corporate community partners.

QUANTITY AVAILABLE

LINKED LOGO on visitkop.com sponsor page, Annual Report website and Restaurant Week website

INCLUSION in event press releases/media alerts

BANNER AD in event eblasts

SOCIAL POSTS on KOP Restaurant Week channels

LOGO on printed materials distributed to high-traffic buildings and businesses

OPPORTUNITY to set up a table at Block Party

DEDICATED EBLAST to opt-in list of over 6,000

OPPORTUNITY to speak at check presentation ceremony and kick-off event

LINKED LOGO on every page of campaign website

HIGHLIGHTED in opening of press releases

SPOTLIGHT BLOG post shared on social channels & eNews

INDUSTRY EXCLUSIVITY

LOGO on large check presented to CHOP

PRESENTING
\$6,500

PLATINUM
\$5,000

GOLD
\$3,000

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CLICK
for Block Party
Exclusive
Sponsorship

KOP RESTAURANT WEEK HELPS KIDS LIKE OLIVER

At a routine ultrasound, Rich and Angela learned that their son, Oliver, would be born with unilateral cleft lip and palate, affecting things like swallowing, breathing and speech. This finding led the family to CHOP, which houses one of the largest, most active children's plastic surgery centers in the U.S.

The family was overwhelmed, but shared, "As soon as we arrived at CHOP, we felt enveloped in a warm hug." The compassionate CHOP team developed a care plan and after successful surgeries and regular visits, Oliver is thriving.

KOPRESTAURANTWEEK.COM





Pop-up Café

APRIL 4 & 11
OCTOBER 8 & 15

Offering up a cup of the good stuff, on us! King of Prussia District's Pop-up Cafés rove from Moore Park to Renaissance Park and feature gourmet coffee trucks, pastries and other goodies to get KOP employees' mornings started right.

TARGET AUDIENCE: KOP's 60,000+ employees and residents. Approx. 100 attendees per Café.



	PRESENTING \$1,250	SINGLE CAFÉ \$300
QUANTITY AVAILABLE	1	4
LINKED LOGO on visitkop.com sponsor page and Annual Report website	•	•
LOGO on event eblasts	ALL	1
ON-SITE marketing at events	ALL	1
COMPANY NAME on Facebook and website events	ALL	1
SOCIAL POSTS on KOP District channels	2	
BANNER AD in event eblasts	2	
LOGO on PDF flyer distributed throughout King of Prussia	•	



Parking Lot Tournaments

MAY 14 | JUNE 6 | SEPT 5
From cornhole to ping-pong, these Parking Lot Tournaments are a fun, light hearted way to blow off some steam after work as KOP employees and residents engage in friendly competition for prizes and bragging rights.

TARGET AUDIENCE: KOP's 60,000+ employees and residents. Approx. 50 attendees per event.

PRESENTING
\$1,000

QUANTITY AVAILABLE	1
LINKED LOGO on visitkop.com sponsor page and Annual Report website	•
LOGO on event elastss	•
ON-SITE marketing at events	•
COMPANY NAME on Facebook and website events	•
SOCIAL POSTS on KOP District channels	1
BANNER AD in event eblasts	ALL
LOGO on PDF flyer distributed throughout King of Prussia	•
EXCLUSIVITY as the only sponsor of events	•



Food Truck Tuesdays



MAY 7 & 21 | JUNE 4 & 18
SEPTEMBER 17 | OCTOBER 1

We bring the fun to parking lots throughout King of Prussia during lunchtime! Food Truck Tuesdays feature the region's best food trucks, live music, games and sponsors, creating an active space for engaging with the KOP community.

TARGET AUDIENCE: KOP's 60,000+ employees and residents. Approximately 250-300 attendees per event.



	PRESENTING \$5,000	SEASON \$2,000	HALF-SEASON \$1,250
QUANTITY AVAILABLE	1	4	4
LINKED LOGO on visitkop.com sponsor page and Annual Report website	•	•	•
LOGO on event collateral and eblasts	•	•	• (for 3 events)
ON-SITE marketing at events	ALL	ALL	3 EVENTS
INCLUSION in event press releases/media alerts	•	•	•
COMPANY NAME on Facebook and website events	•	•	•
SOCIAL POSTS on KOP District channels	5	1	
BANNER AD in event eblasts	8	1	
LOGO on on-site signage	•		
HIGHLIGHTED in opening of press releases	•		
PROMINENT placement at events	•		
INDUSTRY EXCLUSIVITY	•		



KING OF PRUSSIA

WELLNESS WEEK

*Sponsorship includes
Wellness Week AND
Wellness Wednesdays.*

SEPTEMBER 23-27
Health and wellness businesses across KOP offer special discounts, promotions and events to get your fall started off on the right foot. KOP Wellness Week also kicks off King of Prussia District’s Wellness Wednesday series.

**WELLNESS WEDNESDAYS
SEPT 25 | OCT 2, 9 & 16**
King of Prussia District presents free outdoor fitness classes led by local instructors. Participants can also browse the vendor marketplace, featuring health and wellness businesses and sponsors.

TARGET AUDIENCE: 60,000+ people employed within Upper Merion Township and residents in and around KOP.

	PRESENTING \$5,000	PLATINUM \$3,000	SILVER \$2,000
QUANTITY AVAILABLE	1	3	5
LINKED LOGO on visitkop.com sponsor page and Annual Report website	•	•	•
OPPORTUNITY to exhibit at all Wellness Wednesday workouts	•	•	•
SOCIAL MEDIA POSTS on KOP District channels	4	2	1
LOGO on sponsor page of website and select event collateral	•	•	•
RECOGNITION in all press releases	•	•	•
BANNER AD in campaign eblasts	4	2	
DEDICATED EBLAST to list of 4,900+	•		
SPOTLIGHT BLOG post shared on social channels & eNews	•		
LOGO on every page of website & all event collateral	•		
RECOGNITION as presenting sponsor in all press releases & on website	•		
INDUSTRY EXCLUSIVITY	•		

First Responders Appreciation Week



OCTOBER 28 - NOVEMBER 1

Join the King of Prussia Business Community as we show our appreciation and thanks to Upper Merion Township's police, fire and EMS employees and volunteers. Each day we provide two meals for these deserving first responders, starting with an opening luncheon and press event.

Any sponsorship money left over from meals will be donated to Upper Merion Township's Department of Public Safety.

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TARGET AUDIENCE: KOP's first responders and their families



QUANTITY AVAILABLE

LINKED LOGO on visitkop.com sponsor page and Annual Report website

LOGO included in sponsor signage at all meals

INCLUSION in event press releases/media alerts

INVITATION to opening luncheon

HIGHLIGHTED in post-event articles in UMT and KOP District eNews

CALLOUT in post-event post on UMT and KOP District social media

RECOGNITION on UMT township buildings TV monitor ads (Ad displays 100Xs daily)

OPPORTUNITY for staff to volunteer to serve first responder meals

OPPORTUNITY to make remarks at opening luncheon

HIGHLIGHTED in opening of press releases

PRESENTING
\$2,500

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SUPPORTING
\$1,000

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FRIEND
\$500

UNLIMITED

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KOP Takes Out Hunger Food Drive & Igloo Garden on the Green



NOVEMBER 1-30

King of Prussia District is proud to coordinate the KOP Takes Out Hunger Food Drive benefiting the Upper Merion Community Cupboard (UMACC), a food pantry open to anyone within the Upper Merion Area School District who is hungry or food insufficient. With your help, we can support our most vulnerable neighbors this holiday season.

NOVEMBER 5-19

In addition to collecting food, King of Prussia District hosts a luxurious takeout experience in KOP Town Center to raise money for UMACC. Our six magical igloos are available by reservation only, with a donation to UMACC.

TARGET AUDIENCE: KOP's 60,000+ employees and residents



QUANTITY AVAILABLE

LINKED LOGO on visitkop.com sponsor page and Annual Report website

COMPANY NAME on Facebook & website event pages

INVITATION to check presentation

OPPORTUNITY to distribute collateral to diners

SOCIAL POSTS on KOP District channels

LOGO on donation boxes throughout KOP and event eblasts & on-site signage

BANNER AD in campaign eblasts

HIGHLIGHTED in opening of press releases

INDUSTRY EXCLUSIVITY

LOGO on large donation check presented to UMACC

PRESENTING
\$4,000

PLATINUM
\$3,000

GOLD
\$1,500

SUPPORTING
\$750

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UNLIMITED

UNLIMITED

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VISITKOP.COM/IGLOOGARDEN



Block Party for CHOP



APRIL 21 (rain date April 28) | 1-4 PM in King of Prussia Town Center

These sponsorship opportunities are separate from KOP Restaurant Week sponsorship.

The signature event of King of Prussia Restaurant Week and KOP Shops for CHOP, the Block Party features games, music and fun for the whole family and serves as our final fundraising push for Children's Hospital of Philadelphia.

TARGET AUDIENCE: Families in Upper Merion Township and surrounding areas. In 2023, this event brought out 2,100+ people.

**Sponsorship subject to King of Prussia District's discretion*

**BLOCK PARTY
\$350**

**QUANTITY
AVAILABLE**

10

**ON SITE
marketing**

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**COMPANY
NAME**
on sponsor
signage

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**COMPANY
NAME**
on Facebook
& web events

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