

# Elfreth's Alley Museum

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Old City Philadelphia  
2023 Season

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## Sponsorship Benefits

- ☞ Email Campaign Recognition
  - ☞ On-site Acknowledgment
  - ☞ Online-Website Logo Promotion
  - ☞ Event Participation
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Museum Operated by:  
Elfreth's Alley Association  
501(c)3 non-profit

**ELFRETH'S ALLEY**  
Our Nations Oldest Residential Street™

# Sponsorship Opportunities

Elfreth's Alley is an iconic location in Old City Philadelphia. The brick homes, the narrow street, and the endless supply of stories bring thousands upon thousands of visitors to the street each year. They marvel at the historic homes and unique charm tucked away in one of Philadelphia's most treasured alleys.

Visitors read about the Alley before they attend and are captivated by the street when they arrive. They take photos, visit the museum, read signage, and are eager to learn more about its history. Our annual large-scale events see return visitors and first-time attendees, both captivated by the street's history as well as its charm.

Please join us in making this season a success for the Elfreth's Alley Association—the 501(c)3 responsible for the task of preserving and interpreting the Alley's history. We would be proud to have you join us as a sponsor to help tell the stories and honor the generations of working-class Philadelphians that have lived, worked, and played on this important street.

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## ELFRETH'S ALLEY MUSEUM

Foot Traffic on Alley – 250,000+ visitors each year

Email List – 2,650+ (54.8% average open rate)

Social Media – Facebook, Instagram, Twitter – 9500+ total followers

Website traffic – 45K+ visitors per year

## SPECIAL EVENTS (IN-PERSON)

Elfreth's Alley Fete Day, Summer-time celebration

700+ attendance, ongoing since 1937

Deck the Alley, December holiday event

1000+ attendance, ongoing since 1989

Makers Market, Fall event feature local vendors

500+ attendance, new in 2021

*“... Be ready to reset your mind and let your thoughts run free about what this street and its cobbled road has witnessed over the years. It is a living snapshot of a time gone by...”*

**Tripadvisor.com**

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## Gold Level Season Sponsor – \$2000

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### Digital and Social Media

7-Day Homepage Takeover, collaborative promotion endorsing sponsorship of museum

Collaboration with EA Marketing team to create 1-2 social sponsored posts (terms & conditions apply)

Logo featured in monthly e-Newsletter

Logo featured on [elfrethsalley.org](http://elfrethsalley.org)

Logo featured on *Deck the Alley* and *Fete Day* event webpages, e-invitation, and promotional postings

### On-site Recognition

Top-level, on-site recognition at Elfreth's Alley Museum (throughout season)

Top-level recognition on *Deck the Alley* event signage

12 complimentary tickets to *Deck the Alley* or *Fete Day*

Opportunity to address *Deck the Alley* or *Fete Day* guests via table in museum courtyard

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## Silver Level Event Sponsor – \$750

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### Digital and Social Media

Logo included in monthly e-Newsletter

Logo included on [elfrethsalley.org](http://elfrethsalley.org)

Logo included on either *Deck the Alley* or *Fete Day* event webpages, e-invitation, and promotional postings

Social Media recognition and acknowledgement (2 posts)

### On-site Recognition

On-site recognition at Elfreth's Alley Museum (throughout season)

Recognition on *Deck the Alley* event signage

6 complimentary tickets to *Deck the Alley* or *Fete Day*

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## Supporting Level Event Sponsor – \$250- \$500

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### Digital and Social Media

Name listed in monthly e-Newsletter

Name included on [elfrethsalley.org](http://elfrethsalley.org)

Name included on either *Deck the Alley* or *Fete Day* event webpages, e-invitation, and promotional postings

### On-site Recognition

On-site recognition at Elfreth's Alley Museum (throughout season)

2 complimentary tickets to *Deck the Alley* or *Fete Day*