



**All-American Weekend
Sponsorship Opportunities
July 3rd, 4th, & 5th, 2026**



*Celebrate the Past, Delight in the Present,
Plan for the Future!*



Celebrate the Past, Delight in the Present, Plan for the Future!



We invite you to join Monroeville as a cornerstone partner for a once-in-a-lifetime triple anniversary celebration.

This year, the Municipality of Monroeville stands at a historic crossroads. We invite you to join us as a cornerstone partner for a once-in-a-lifetime triple anniversary celebration. Together, we will honor the 250th Anniversary of America, the 75th Anniversary of Monroeville, and the 100th Anniversary of Route 22 (first established in 1926).

A Visionary Partnership

The Municipality of Monroeville exists to protect, support, and enrich the lives and interests of our community. In collaboration with the Monroeville Foundation, a Pennsylvania Nonprofit established in 2004, to ease the burden on the local government by supporting community programs, we are launching an unprecedented three-day festival from July 3rd to July 5th.

Our goal is simple:

- Celebrate the Past: Honoring the milestones that built our region.
- Delight in the Present: Creating a vibrant, safe, and welcoming environment for all residents and visitors.
- Plan for the Future: Ensuring long-term growth and innovation through meaningful use of our shared resources.



The All-American Weekend Invitation

We are inviting businesses and institutions to join us as sponsors and partners for the All-American Weekend. Sponsorship offers exceptional visibility across a full weekend of major events, meaningful community engagement with thousands of attendees, and alignment with a collaborative effort led by the Municipality of Monroeville and The Monroeville Foundation.

Most importantly, it provides organizations with the opportunity to demonstrate leadership and community commitment during a historic and highly visible celebration.

The Monroeville Foundation is a Pennsylvania 501(c)(3) nonprofit organization established in 2004. Its mission is to address community initiatives, foster public-private partnerships, and contribute to creating a vibrant and connected Monroeville. Through grants, events, and partnerships, the Foundation has supported a wide range of local organizations, programs, and municipal initiatives that strengthen our community.

We would welcome the opportunity to discuss how your organization can participate in and support Monroeville's All-American Weekend. We look forward to working with you to create a partnership that is both impactful and memorable.

Thank you for your continued support of the Monroeville community.



Executive Summary:



Pioneering the Next Century of Progress

The Municipality of Monroeville stands at a historic crossroads. As we celebrate our 75th anniversary as an independent community, we are also preparing for the 250th anniversary of the United States and the 100th anniversary of U.S. Route 22. Our mission is clear: to protect, support, and enrich the lives of our residents, businesses, and visitors. This sponsorship book invites you to partner with a municipality that leverages its storied past to drive a vibrant, innovative future.

A Convergence of Milestones (2026)

The year 2026 represents a unique "Triple Crown" of heritage for Monroeville:

75 Years of Monroeville: Established as a borough in 1951, we celebrate three-quarters of a century of growth from a quiet farming township to a "Miracle Mile" of commerce.

100 Years of Route 22: As one of the original 1926 U.S. Highways, Route 22 (the William Penn Highway) has been the literal engine of our development, transforming us into an accessible hub for the entire Commonwealth.

America's 250th (Semiquincentennial): As the "Keystone State" leads the nation's birthday, Monroeville honors the American spirit of innovation and democracy through purposeful public participation and inclusive representation.

Our Value Proposition: Your partnership does more than support an event; it invests in a vibrant, safe, and efficient local government dedicated to excellence. Together, we will enhance the quality of our community and the natural environment for the next 100 years.

Executive Summary:

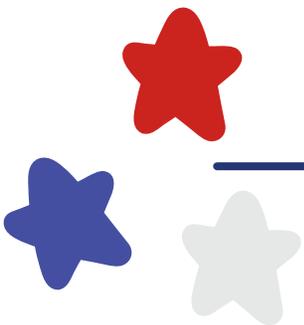


Pioneering the Next Century of Progress Continued

Strategic Pillars & Desired Outcomes

- **Workforce Health Outcomes:** By sustaining high-quality public facilities, including our library, senior center, and expansive park system, we foster an environment that promotes mental and physical well-being. A healthy workforce is the backbone of a productive local economy.
- **Regional Economic Positioning:** Monroeville serves as a regional destination. We encourage investment and innovation by maintaining a robust infrastructure of transportation systems and utility networks that support large-scale commercial growth and modern industry.
- **Talent Attraction:** We aspire to be a welcoming community that offers a high quality of life. Our commitment to safety, including 24/7 police protection and regional leadership in public safety, ensures that Monroeville remains a top choice for professionals and families looking to "stay and play".
- **Community Stability Metrics:** Stability is rooted in fiscal responsibility and unbiased, long-term decision-making. We utilize resources with the "utmost care" to prevent excessive taxes while providing excellent services, creating a predictable and secure environment for long-term residency and business operations.
- **Branding Tied to Strategic Mission:** Our brand is built on integrity, compassion, and transparency. We maintain accountability through an "open door" policy and innovative communication, ensuring our strategic mission is visible and accessible to every stakeholder.





Executive Summary:



Pioneering the Next Century of Progress Continued

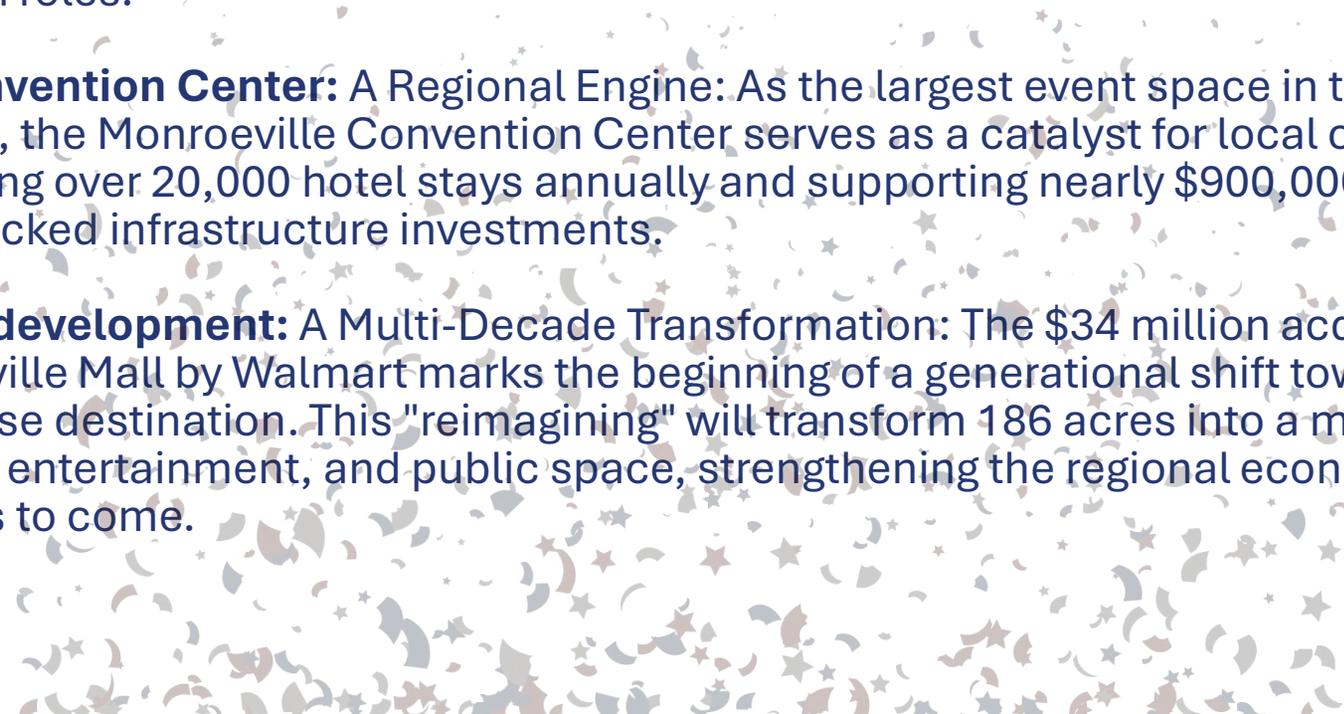
Regional Economic Positioning

Monroeville is no longer just a residential suburb; it is the "Crossroads of Western Pennsylvania," a vital nexus where Interstate 376, the Pennsylvania Turnpike (I-76), and U.S. Route 22 converge.

Eastern Allegheny Healthcare Hub: With a dedicated Veterans Affairs Clinic and major regional hospitals nearby, healthcare is a primary economic anchor, providing over \$1 billion in annual receipts and employing thousands in specialized medical and research roles.

The Convention Center: A Regional Engine: As the largest event space in the eastern suburbs, the Monroeville Convention Center serves as a catalyst for local commerce, generating over 20,000 hotel stays annually and supporting nearly \$900,000 in recent state-backed infrastructure investments.

Mall Redevelopment: A Multi-Decade Transformation: The \$34 million acquisition of Monroeville Mall by Walmart marks the beginning of a generational shift toward a mixed-use destination. This "reimagining" will transform 186 acres into a modern blend of retail, entertainment, and public space, strengthening the regional economy for decades to come.



Executive Summary:



Attendance & Exposure Metrics

Sponsors gain direct access to a diverse, high-spending regional audience through our municipal events and communication channels.

Event Reach & Attendance

Total Annual Visitors: The Monroeville Convention Center attracts approximately 400,000 visitors per year across its 100,000 square feet of event space.

Key Event Draw: Individual flagship events, such as the Arts & Holiday Spectacular and Steel City Con, draw between 10,000 and 30,000+ attendees per weekend.

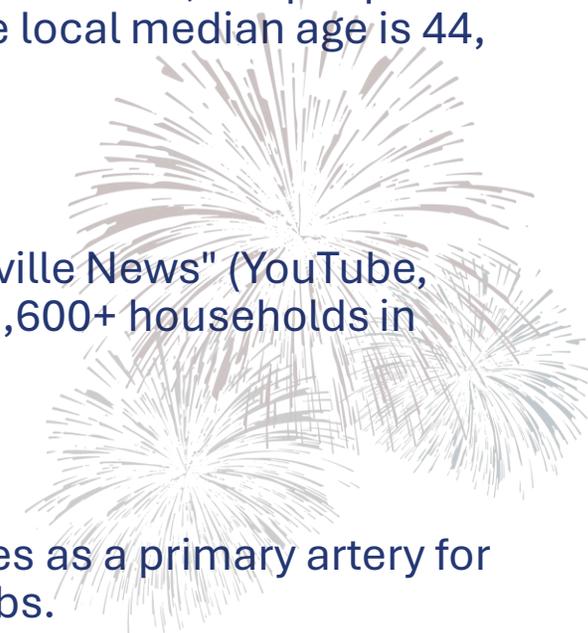
Demographic Profile: Our primary trade area encompasses over 420,000 people with an average household income of approximately \$83,000. The local median age is 44, representing a stable, high-value consumer base.

Media & Communication

Our municipal communications, including the "Monroeville News" (YouTube, Instagram, TikTok, Facebook, etc.) reach our base of 12,600+ households in Monroeville alone.

Regional Transit

High-impact visibility via the Route 22 corridor, which serves as a primary artery for the Pittsburgh region's eastern suburbs.



All-American Weekend Map of Community Day (Sunday)



All-American Weekend Itinerary



Friday, July 3, 2026

Legacy of Leadership V.I.P. Ceremony

Welcome from Municipality & Foundation

4:30 - 4:45 pm

Hors d'œuvres/Reception

4:45 - 5:45 pm

Recognition Ceremony on Stage

6:00 - 6:20 pm

Concert: East Winds Symphonic Band

6:30 to 8:00 pm

Saturday, July 4, 2026

Independence Day Parade

9:00 am

Location: Miracle Mile to Monroeville Convention Center

BBQ & Band Fest

12:00 pm

Monroeville Convention Center (Private Separate Event) - Tickets Required

Fireworks - 9:30 pm - Monroeville Mall

Sunday, July 5, 2026 - Community Day

Food trucks, car cruise, foam party, & more

No Bad JuJu (Band - R&B/Today's Hits)

2:00 - 4:00 pm

Foam Party

4:00 - 6:00 pm

Joe Grushecky & the Houserockers: Pittsburgh Legend of Rock & Blues

6:00 - 8:00 pm



A Legacy of Monroeville Goal - \$75,000

In honor of the 75th Anniversary of Monroeville, we have set an ambitious goal to raise \$75,000 through this year's All-American Weekend, celebrated through July 3rd - 5th.

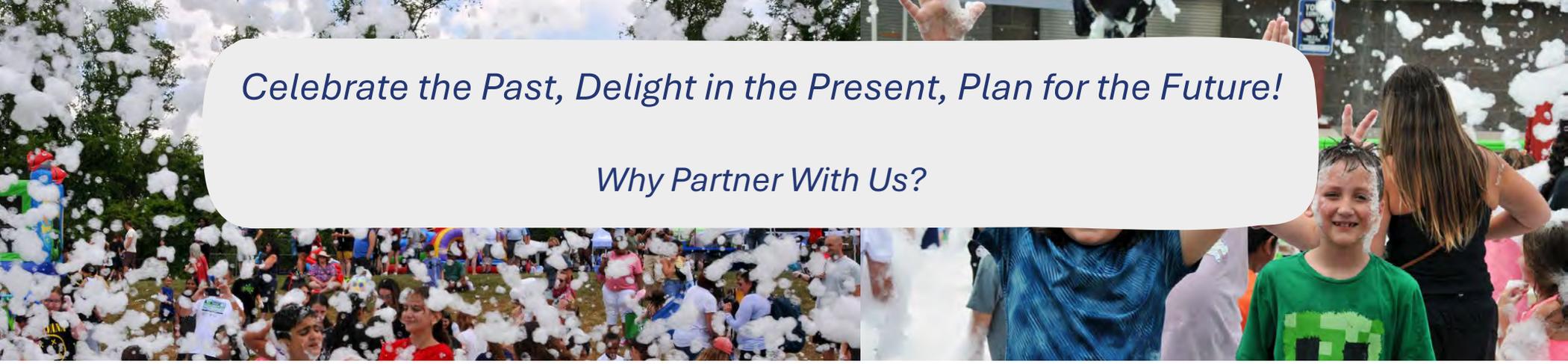
Achieving this milestone will allow us to deliver a celebration that truly reflects the vibrant spirit of our residents and businesses while funding the community enhancement projects that the Monroeville Foundation has championed since 2004.

Your partnership is not just a donation; it is a direct investment in the safety, vibrancy, and long-term quality of life for everyone who calls Monroeville home.

Together, we will honor the 250th Anniversary of America, the 75th Anniversary of Monroeville, and the 100th Anniversary of Route 22.

Tier	Investment
All-American Presenting Sponsor	\$50,000
Star-Spangled Sponsor	\$25,000
All-Things Monroeville Sponsor	\$15,000
Route 22 - Means Business Sponsor	\$7,500
Community Day Headliner Sponsor	\$10,000
5K Run/Walk Support Sponsor	\$10,000
Legacy Leadership V.I.P. Ceremony Sponsorship	\$4,000 (2 spots) Or \$8,000 (1 spot)
Classic Car Cruise & Showcase	\$7,500
Band Sponsorships	\$4,500 – \$10,000
Friday Reception Sponsor	\$4,000 – \$8,000
Family & Community Supports	\$2,500 – \$5,000
Custom Sponsorship	Custom





Celebrate the Past, Delight in the Present, Plan for the Future!

Why Partner With Us?

Alignment with Municipal Values:

Your sponsorship ensures that Monroeville remains a "great place to live, work, play, and stay" while nourishing a healthy community through purposeful public participation.

The Monroeville Foundation Mission: Partnering with us also means supporting the Monroeville Foundation, which strives to be a catalyst for community enhancement. The Foundation's mission is focused on:

- **Enhancing the Community**
- **Facilitating Public Improvements**
- **Promoting Health and Wellness**

Join us in creating a legacy of vibrancy and unity. Please review the following pages to discover the sponsorship tier that best fits your organization's mission.



SPONSORSHIP OPPORTUNITIES



Bringing the Vision to Life: Your Role in the Celebration

The following pages detail a variety of ways you can invest in this historic milestone. While we have curated these tiers to provide maximum impact and visibility, we know that the best partnerships are often built on unique ideas.

Let's Customize Your Impact!

Looking for something different? If your vision for contribution doesn't perfectly align with the options listed, or if you are interested in smaller giving levels, in-kind donations, or volunteer-driven collaborations, we want to hear from you. We are committed to meaningful use of our resources and believe that every contribution, large or small, helps us do the most for our Community.



The All-American Weekend Presenting Sponsor

All-American Weekend - Presenting Sponsor \$50,000 | Exclusive (1 Available)

Exclusive naming rights:

- 1.All-American Weekend presented by [Sponsor Name]
- 2.Recognition across all three days and all events
- 3.Presenting sponsor of Monroeville Community Day
- 4.Presenting sponsor of the 5K Run/Walk
- 5.Large Logo - Front of T-shirt
- 6.Prominent name and logo on all marketing, advertising, and publicity
- 7.Prominent logo placement on event signage, banners, and main stages
- 8.Logo placement on Municipality and Foundation websites with link
- 9.Extensive social media recognition
- 10.On-stage recognition throughout the weekend
- 11.Premium on-site activation/exhibitor space
- 12.A 1 page Ad with up to 3 photos on our Monthly Municipal Newsletter (printed and sent to all residents & Businesses (new initiative 2026).

Inclusion in Friday VIP Sponsor/Event Coordination Reception (10 tickets)

Hors d'œuvres/Reception: 4:45 - 5:45 pm

Recognition Ceremony: 6:00 - 6:20 pm

Concert: 6:30 to 8:30 pm



Legacy of Leadership V.I.P. Ceremony

Friday, July 3, 2026

Welcome from Municipality & Foundation

4:30 - 4:45 pm

Hors d'œuvres/Reception

4:45 - 5:45 pm

Recognition Ceremony on Stage

6:00 - 6:20 pm

Concert: East Winds Symphonic Band

6:30 to 8:00 pm



Star-Spangled Sponsors



Star-Spangled Sponsors \$25,000 | Limited (3 Available)

Naming rights to a major weekend component, with strong visibility and recognition. Available opportunities include, but are not limited to:

1. Friday Patriotic Concert Sponsor
2. Friday Reception Sponsor
3. Logo - back of 5k T-shirts
4. Saturday Independence Day Celebration Sponsor
5. Sunday Fun Day Sponsor
6. Fireworks or Parade Supporting Sponsor

Benefits include:

- Naming recognition for the sponsored event or day
- Logo placement on marketing, signage, website, and social media
- On-stage recognition during a sponsored event
- On-site activation/exhibitor space
- Recognition as a Signature Sponsor throughout the weekend
- A 1/2 page Ad with up to 2 photos on our Monthly Municipal Newsletter (printed and sent to all residents & Businesses (new initiative 2026)).
- 5 Tickets to the Legacy Leadership V.I.P. Ceremony
- Event booth for all 3 days.



All-Things Monroeville Sponsor



\$15,000 | Limited (3 Available)

Name visibility and recognition.

Available opportunities include, but are not limited to:

1. Recognition across all three days
2. Logo on select marketing, signage, and digital promotions
3. Website recognition with hotlink
4. Social media inclusion
5. On-site presence during Monroeville Community Day
6. Stage recognition during Community Day programming
7. High visibility and recognition if the sponsor chooses to sponsor a specific item.
8. A 1/3 page Ad with 1 photo on our Monthly Municipal Newsletter (printed and sent to all residents & Businesses (new initiative 2026).
9. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
10. Event booth for all 3 days.



Route 22 - Means Business Sponsorship

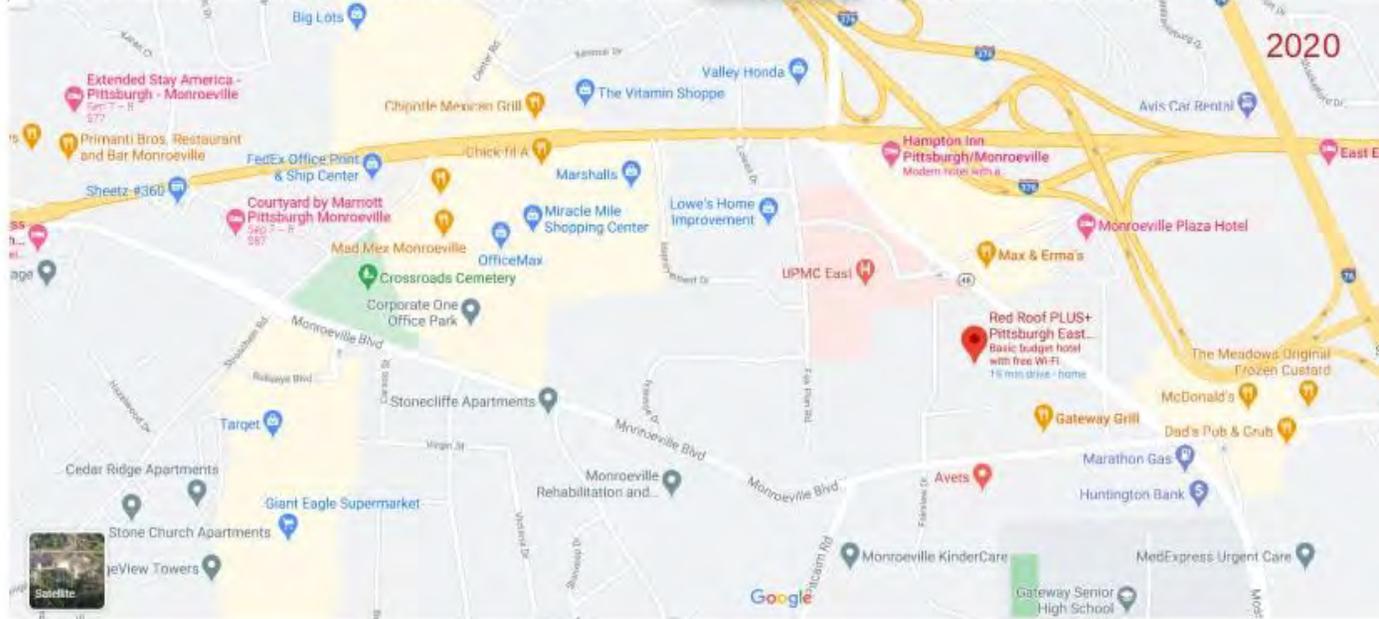


\$7,500 - 3 spots

1. Logo on select event signage
 2. Website recognition
 3. Social media recognition
 4. On-site presence during Monroeville Community Day
 5. A ¼ page Ad with Logo on our Monthly Municipal Newsletter (printed and sent to all residents & Businesses (new initiative 2026).
1. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
 2. Event booth for all 3 days.



1949



2020

Possible Featured Event & Experience Sponsorships



\$10,000 | 1 Sponsor for Each

Community Day (Sunday): Headlining Concert: Joe Grushecky & the Houserockers

1. Naming recognition associated with a headlining performance
2. On-stage recognition before performance
3. Logo placement on music-related promotions
4. Website and social media recognition
5. A ¼ page Ad with Logo on our Monthly Municipal Newsletter (printed and sent to all residents & businesses) (new initiative 2026).
6. 5 Tickets to the Legacy Leadership V.I.P. Ceremony
7. Event booth for all 3 days.

\$8,500 | 1 Sponsor for Each

Early Day Band (Sunday): No Bad JuJu

- Naming recognition associated with a headlining performance
- On-stage recognition before performance
- Logo placement on music-related promotions
- Website and social media recognition
- A ¼ page Ad with Logo on our Monthly Municipal Newsletter (printed and sent to all residents & businesses) (new initiative 2026).
- 4 Tickets to the Legacy Leadership V.I.P. Ceremony
- Event booth for all 3 days.



Possible Featured Event & Experience Sponsorships



Additional Music Sponsorships

\$6,500 - 1 Spot - Saturday

\$4,500 - 1 Spot - Friday

1. Naming recognition associated with Concert Performance on Friday, Saturday, or Sunday
2. On-stage recognition prior to performance.
3. Logo placement on music-related promotions
4. Website and social media recognition
5. Logo included in our Monthly Newsletter (August & September 2026, Thanking your organization - with your Logo).
6. Inclusion in Social Media promotional Video!
7. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
8. Event booth for all 3 days.



The logo for The East Winds Symphonic Band, featuring a large treble clef on the left, the words 'East Winds' in a stylized script font across a musical staff, and 'SYMPHONIC BAND' in a bold, serif font below.

Possible Featured Event & Experience Sponsorships



\$10,000 | 1 Sponsor for Each

5K Run/Walk Support Sponsor

1. Naming rights to the 5K Run/Walk Markers, Tents, etc.
2. Logo placement on race-related signage and promotions (smaller than Presenting Sponsor)
3. Strong alignment with health, wellness, and community engagement
4. On-site activation opportunity (Water Bottles, towels, T-shirts, etc.)
5. A ¼ page Ad with Logo on our Monthly Municipal Newsletter (printed and sent to all residents & businesses) (new initiative 2026).
6. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
7. Event booth for all 3 days.



Classic Car Cruise & Showcase Sponsor

1. Naming rights to the Classic Car Cruise & Showcase
2. Signage throughout the car cruise and display areas
3. Opportunity for branded awards or recognition
4. Website and social media recognition
5. A ¼ page Ad with Logo on our Monthly Municipal Newsletter (printed and sent to all residents & businesses) (new initiative 2026).
6. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
7. Event booth for all 3 days.



Legacy Leadership V.I.P. Ceremony Sponsorship



\$8,000 | 1 Sponsor
or
\$4,000 | 2 Sponsor

1. Naming recognition associated with Friday's Concert performance & VIP event
2. On-stage recognition prior to performance.
3. Logo placement on music-related promotions
4. Website and social media recognition
5. T-Shirt Spot
6. Logo included in our Monthly Newsletter (August & September 2026, Thanking your organization - with your Logo).
7. Inclusion in Social Media promotional Video!
8. 3 Tickets to the Legacy Leadership V.I.P. Ceremony
9. Event booth for all 3 days.



Family & Community Sponsorships



- Foam Party Sponsor – \$2,500
- Kids Activity Area Sponsor – \$3,000
- Bounce House Zone Sponsor – \$3,000
- Volunteer T-Shirt Sponsor – \$3,500 (Exclusive) (NOT 5k T-shirt)
- Welcome Bag Sponsor – \$5,000 (Exclusive)
- All-Star Patriot Sponsor - \$1,000
- I ❤️ Monroeville Sponsor - \$500
- Route 22 Sponsor - \$300

Name & logo on promotional signs & brochures.
Logo and/or name included in our Monthly Newsletter (August & September 2026, Thanking your organization - with your Logo).

Individuals and/or Families and/or groups can sponsor any of these sponsorships as well, it does not have to necessarily be a business.



Custom Sponsor

Sponsorship packages may be customized or combined to align with your organization's goals, audience, and community impact priorities.

Contact the Event Coordinators for the Municipality of Monroeville:
CC Both

Dana Babal -
babald@monroeville.pa.us

MK Zonfrilli-Lang - 814-979-3616
langmk@monroeville.pa.us



Logo included in our Monthly Newsletter (August & September 2026, Thanking your organization - with your Logo).

Anonymous and/or Individual Sponsor



1. You may also donate anonymously if you would like or individually.

1. Any amount - If individually, your name will appear on our Thank You and recognition night material (Friday the 3rd) and also in the August and September 2026 Newsletter.



**Payments
Anonymous/Individual/Business:
Checks**



Checks can be made Payable to:

The Monroeville Foundation

Memo :

All-American Weekend - Sponsorship Name

Ex.

AAW - Friday Legacy Leadership Reception

Mailed or Delivered to:

**The Municipality of Monroeville
Attn: Monroeville Foundation: All-American Weekend
2700 Monroeville Blvd.,
Monroeville, PA 15146**



Stay in Touch for Updates!

Thank You 😊



Let's Connect

We thank you for your continued support of the Monroeville community and look forward to working together to make this historic weekend impactful and memorable.

To finalize your sponsorship or to discuss customizable packages tailored to your specific goals, please contact our Event Coordinators:

Dana Babal

Municipality of Monroeville 
babald@monroeville.pa.us

MK Zonfrilli-Lang

Municipality of Monroeville 
langmk@monroeville.pa.us
 814-979-3616

*** If you send an email, please copy (CC) both MK and Dana to promote quick response time*

