

**JOIN US AS WE KICK OFF PHILLY'S 2025 TOURISM SEASON**



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**MONDAY, MAY 5, 2025**

**THE INDEPENDENCE VISITOR CENTER**  
**SIXTH AND MARKET STREETS**

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**SPONSORSHIP  
OPPORTUNITIES**

## WHO

The Philadelphia Visitor Center (PVC) connects visitors to memorable, authentic, and fun Philly experiences at our four locations: the Independence Visitor Center, the LOVE Park Visitor Center, Parkway Visitor Center, City Hall Visitor Center, and through the Philly PHLASH Downtown Loop transit service and the private event space, The Liberty View at Independence Visitor Center. The PVC facilitates the operation of the flagship location at 6th and Market, the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region, including Bucks, Chester, Delaware, and Montgomery Counties.

## WHAT, WHEN + WHERE

On Monday, May 5th, the PVC proudly hosts our second-annual **"Philly Opener"** celebration and fundraiser at the Independence Visitor Center, our flagship location in the heart of Independence National Historical Park.

The **2025 Philly Opener** takes place during "National Travel and Tourism Week" (May 4 through 10) and officially kicks off Philly's 2025 tourism season— when millions of people from near and far visit Philadelphia between Memorial Day and Labor Day.

This event offers 400+ VIP guests a pep-rally atmosphere with festive food from iconic Philly eateries, live entertainment, and a sneak peek at the most celebrated tourism attractions of the upcoming season.

At the event, the PVC will present the **Most Valuable Philadelphian (MVP) Award** to an individual who has raised Philly's global profile and exemplifies all that is good about our beloved city.

This year, the **Philly Opener** will also celebrate the launch of the **"Phambassador Program"**, a new initiative by the Philadelphia Visitor Center to celebrate and empower ambassadors of our city who embody the spirit of Philly pride.

Join Philadelphia's tourism, civic, cultural, and business leaders as we kick off the 2025 tourism season, and celebrate the new Phambassador Program, with this can't-miss event!



**MONDAY,  
MAY 5, 2025**



**INDEPENDENCE  
VISITOR CENTER**  
599 Market St, Philadelphia, PA 19106



**RECOGNIZING THE  
SECOND-ANNUAL  
MOST VALUABLE  
PHILADELPHIAN  
(MVP) HONOREE**

# **BECOME A SPONSOR**

Support the **2025 Philly Opener** and the **Philadelphia Visitor Center** by contributing at one of the following levels:

## **ALL-STAR SPONSOR: \$25,000**

- “Presented By...” credit and logo on all invitations, event signage, press announcements and social media
- 20 total Event tickets including 10 tickets to the VIP Reception with MVP Honoree
- Opportunity for Welcome Remarks at VIP Reception AND during main event speaking program
- Company Advertising on the PVC Welcome Wall; a digital bank of screens located adjacent to the main Visitor Center Desk. Advertisements will run for one year 15 times per hour, for 15 seconds each rotation.
- One free rental of The Liberty View Ballroom and Terrace for a private event
- \*First Right of Refusal for Presenting Sponsorship in 2026 and 2027 (and/or a three year commitment – 2025 & 2026, 2027 for \$75,000)

## **CHEERLEADER SPONSOR: \$10,000**

- Logo on all invitations, event signage, press announcements and social media
- 15 total Event tickets including 8 tickets to the VIP Reception with MVP Honoree
- Company Advertising on the PVC Welcome Wall; a digital bank of screens located adjacent to the main Visitor Center Desk. Advertisements will run for six months 15 times per hour, for 15 seconds each rotation.

## **TEAM SPIRIT SPONSOR: \$5,000**

- Logo on all invitations, event signage, press announcements and social media
- 10 total Event tickets including 5 tickets to the VIP Reception with MVP Honoree
- Company Advertising on the PVC Welcome Wall; a digital bank of screens located adjacent to the main Visitor Center Desk. Advertisements will run for three months 15 times per hour, for 15 seconds each rotation.

**Contributions can be made payable to the Philadelphia Visitor Center Corporation and mailed to the address below. Invoices are available upon request.**

**INDEPENDENCE VISITOR CENTER, 599 MARKET ST, PHILADELPHIA, PA 19106  
(800) 537-7676 | @PHLVISITORCENTER**

Questions?: Colleen Murphy, Senior Manager of Experience & Engagement, PVC  
[cmurphy@phlvisitorcenter.com](mailto:cmurphy@phlvisitorcenter.com) | 215-925-6104

# **BECOME AN EVENT PARTNER**

Support the **Philadelphia Visitor Center** by bringing a piece of your local business to the Independence Visitor Center for the **2025 Philly Opener!**

## **OPPORTUNITIES INCLUDE:**

- **Tasting Station:** Contribute a station for guests to try your delicious offerings! Create tasting-sized portions of a dish or beverage for approximately 350-400 guests. PVC will provide a standard 6' table and support with serving through in-house catering partner.
- **Passed Culinary Donations:** Contribute prepared, ready-to-serve food/beverages to be passed to approximately 350-400 guests during the event. PVC will coordinate distribution through in-house catering partner.
- **Event Enhancements:** Contribute experientially through various in-kind enhancements, such as a photo booth, A/V, décor, florals, musical entertainment, or lounge furniture.

## **BENEFITS:**

### **SPONSORSHIP VALUE \$2,500+**

- Four total event tickets
- Name displayed on PVC's Digital Welcome Wall during event
- Name displayed on onsite signage during event
- Name included on event website
- Name included on minimum of 1 eblast leading up to the Philly Opener
- Name included on minimum of 1 recap eblast following the Philly Opener
- Opportunity to place printed collateral within the Independence Visitor Center for 3 months following the event

### **SPONSORSHIP VALUE \$500-\$2,500**

- Two total event tickets
- Name displayed on PVC's Digital Welcome Wall during event
- Name displayed on onsite signage during event
- Name included on event website
- Name included on minimum of 1 recap eblast following the Philly Opener
- Opportunity to place printed collateral within the Independence Visitor Center for 1 month following the event

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