

Who Sees Your Business' Sponsorship?

2018 will be the 53rd annual Duryea Day—this is a well-established car show! Several hundred show vehicles on display—we average over 500 cars, and with good weather can expect upwards of 600.

In addition to those who bring their car to the show (an average of two people per car), over 1000 spectators come to Boyertown Community Park for the show. Signs at each spectator entrance and at the Museum headquarters tent thank all sponsors.

Duryea Day Stats:

- Duryea Day has its own Event page on the Museum's Facebook. The Museum's Facebook page has over 3,000 likes and reaches over 2,500 people per week.
- Duryea Day Flyer is posted around town at various businesses. It is also available for pickup by in our lobby.
 - The Museum newsletter goes out to our 300+ members.
- Press releases are sent multiple times to our 50+ media contacts. Some of these publications print our press release in full.
- Sponsors are thanked on the Museum's "Motor Mouth" television program's Duryea Day special, which is broadcast several times a week for a month on Pottstown Community Television and is available on YouTube.
 - Our email blasts are sent to nearly 3000 people, and the list grows every day.
 - The Duryea Day Mailer is sent out to 1500 recipients.
- Duryea Day Shirt will be for sale at the park and at the museum and worn by staff and volunteers around the park the day of the event.
- Duryea Day is advertised in *The Reading Eagle*, *The Pottstown Mercury*, *The Boyertown Bulletin*, and *The Boyertown Area Times*.