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RADNOR TOWNSHIP
301 IVEN AVENUE
WAYNE, PENNSYLVANIA 19087-5297

Phone (610) 688-5600
Fax (610) 971-0450
www.radnor.com

ROBERT A. ZIENKOWSKI
Township Manager
Township Secretary

JOHN B. RICE, ESQ.
Solicitor

JOHN E. OSBORNE
Treasurer

Radnor Township Recreation & Community Programming Announces 2017 Wheels of Wayne Community Event

Dear Radnor Township Businesses and Organizations,

I would like to take an opportunity to tell you about an exciting event that will return to the Radnor Township community this spring, **specifically along North Wayne Avenue and part of West Avenue**, known as **Wheels of Wayne on Sunday, April 30, 2017 (Rain Date is Sunday, May 7, 2017) from 1:00 to 4:00 PM**. The Radnor Township Recreation and Community Programming Department, along with the Wayne Business Association, have teamed again up to deliver *Wheels of Wayne*, a car and motorcycle show and free community event in downtown Wayne. Last year, *Wheels of Wayne* was an enormous success with over 4,000 people in attendance! The event has evolved into a new spring tradition that features a family-friendly atmosphere with an exquisite display of cars, trucks, and motorcycles, exciting activities, participating businesses and organizations, entertainment, great food featuring a pulled pork and best pizza contest (all food establishments are welcome to participate), awesome prizes, and lots of outdoor fun!

North Wayne Avenue and West Avenue Road Closures - Due to the footprint the event will entail, North Wayne Avenue will be closed between Lancaster Avenue and West Avenue as of 7:00 AM through 7:00 PM AND a portion of West Avenue will be closed (with limited access) as of 7:00 AM through 7:00 PM on the day of the event – Sunday, April 30 (Rain Date: May 7). Parking will be prohibited in this area during the closure and vehicles will be towed. Please see attached map of the event for more details.

Participate as a Vendor at this great event! - We invite and encourage you to take part in this popular event and take advantage of an opportunity for your business or organization to reach everyone who attends! Last year we had over 4,000 members of the community in attendance! We are offering 10x10 spots for you to set up along North Wayne Avenue or West Avenue (first come, first served basis on placement). See the attached *Vendor Application Packet* for more information.

Sponsorships Opportunities Available! - With a participating sponsorship in the *Wheels of Wayne* event, you can promote your business or organization through multiple advertising channels that will elevate your presence and expand your marketing ability! Benefits include recognition in/on event promotional materials including event flyers; within the Official Radnor Township Newsletter that is mailed to over 12,000 Households, recognition on the Township website with a link to your website; opportunity to display a sponsor table at the event with signage; distribution on additional electronic and circulated publication materials; and more! Please refer to the attached *Sponsorship Opportunities Forms* to learn more.

If your business or organization is interested in participating in this unique and highly-regarded event, please contact me at 610-688-5600, x 141 or reach out by email at tcohen@radnor.org. Radnor Township is looking forward to working with you to deliver a successful *Wheels of Wayne Event in 2017!*

Sincerely,

Tammy S. Cohen
Director of Recreation & Community Programming