

Lancaster Printers Fair 2018 World Record Sponsor Sheet

Since 2013, the Lancaster Printers Fair – the largest of its kind on the East Coast – is organized by The .918 Club. The goal of the annual fair is to promote the art of printing and print education throughout the local community, region, state and beyond. The fair is an all-ages event with over 20 artisans, food trucks, hands-on activities and educational demonstrations. The 2018 event will be held Sept. 15 and will be held “pedestrian plaza-style” on the wonderful 300 Block of North Queen Street in Downtown Lancaster.

This year we are on the quest to set an official Guinness World Record for the most people printing with a potato on one day. We believe potato printing showcases not only basic printing skills but also the rich agriculture that exists in Lancaster and the region. Potato printing is something people of all ages can do and be as simple or artistic as the printer wants it to be.

In order to make this World Record happen we are looking for five strategic sponsors to help. The cost to set a Guinness World Record is \$12,500 which includes from Guinness a representative attending and promoting the event, having the record authenticated and the use of the Guinness name and logo. This is a lofty expense for our small, all-volunteer nonprofit organization. That is why we hope to find 5 partners/sponsors at the \$2,500 level.

As one of those strategic partners you would receive the following:

- A certificate with your business or organization name from Guinness stating that you helped set a World Record
- Photos of you receiving the certificate with the Guinness judge
- A 12” x 12” framed section of the World Record print
- All press releases, communications, mailings and email communication include “World Record Sponsored By (your business or organization)”
- A 10’ x 10’ booth for your business or organization to set up at the annual fair Saturday, September 15, 2018
- A minimum of six social media posts on all of our platforms leading up to and following the event that would specifically feature your business or organization
- Your business or organization recognized during the directions for the World Record
- An ad, logo and contact information on our website
- A full page ad in our program
- The understanding that your business or organization is helping to further the education of the arts in Lancaster

We believe that setting this World Record will be a major draw and will bring more people to the fair so they can participate in history. We plan on reaching out to every area school district to promote the fair and encourage all families and students to attend our event.

We are available to meet in person to discuss the fair and Guinness World Record attempt and we are very flexible to work with our partners so that you are getting the most out of this opportunity. We believe strongly that this will be a great event that benefits the local community and also your business or organization.

Monday, March 19, 2018

ABOUT THE .918 CLUB

In 2004 The .918 Club partnered with the Lancaster Heritage Museum and established a Print Shop at 5 W. King Street to help meet their first goal: to educate about the history and process of letterpress printing. After the Heritage Museum closed in 2009, The .918 Club found a new home in Building Character at 346 North Queen Street. This new location allowed restoration of the museum program but did not provide space for a long-term plan of conducting education programs and hands-on printing classes. With this goal in mind, The .918 Club, since its inception, has collected and stored supplies and numerous pieces of equipment in anticipation of future expansion of its programs.

In 2014 the Thaddeus Stevens College of Technology offered a 300-square-foot room for presses and use of a conference room for classes. Because this successful program had expanded to outgrow the available space, in November 2015 Thaddeus Stevens College of Technology offered The .918 Club the unused Naval Reserve Training Center building at its Branch campus on Clark Street in Lancaster. This 3000-square-foot building is directly across the street from the current facilities and would greatly expand the space available.

With a suitable location secured for classroom and studio space, The .918 Club began planning and fundraising to fulfill the obligation to upgrade the building to current standards. The operational and financial model the club has adopted emphasizes long-term sustainability. To that end, The Service Corps of Retired Executives (SCORE), a program of the U.S. Small Business Administration, has been enlisted to help develop an entrepreneurial non-profit business model combining reasonably priced “fee for services” with more traditional income streams including membership, annual campaigns, events, grants, donations received from visitors, and proceeds from sale of letterpress printed items produced at the museum.

The .918 Club seeks to train new generations in the process of letterpress printing, which is why there is an emphasis on education. Many high school and college students and adults are being taught about the method, which was obsolete before they were born, but which has great potential for satisfying projects. Some are impressed by letterpress and seek to use it, but unless training and the machinery needed to do it are available, the desire will not bear fruit.