



June Fete Fair and Horse & Pony Show 2025 Sponsorship Opportunities



Jefferson.edu/JuneFete

Facebook: [AHFWomensBoard](https://www.facebook.com/AHFWomenBoard)

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Abington Health
FOUNDATION

Women's Board and Auxiliaries

June Fete 2025 Executive Committee

June Fete Fair Chair: Carolyn McTernan

Women's Board President: Deborah Gates

Bruce and Judi Goodman Senior Vice President,

Regional Advancement: Jill Kyle

Abington Health Foundation Women's Board

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Message from the June Fete Chair:

Welcome, Prospective Sponsor!

The June Fete Fair is back for 2025! A major fundraiser in support of Jefferson Abington Hospital, this family oriented, community-wide event realizes a longstanding history and tradition dating back well over 100 years. In 2023, with 19,000 guests attending over the 3 days, our fair highlighted amusement rides, food, entertainment, vendors, and a Horse & Pony Show, which featured fun competition for local equestrians of all ages and Pegasus Therapeutic Riding Academy.

We are actively engaged in finding additional programs for this year which support and showcase diversity, equity, and inclusion within our community. Our hospital, which has been a foundational organization in serving the diverse Abington area, is now a part of Jefferson Health, a non-profit, multi-state health system that is the largest in the Philadelphia region.

The proceeds from the fair will support the Durham Fund for Nurse Wellness at Jefferson Abington Hospital. This fund seeks to address systematic changes within the nursing profession by:

- prioritizing nurse wellness and resilience through initiatives that foster a positive, supporting, and healthy work environment
- improving nurse ratios
- enhancing recruitment and retention
- normalizing well-being and improve overall wellness in the workplace

The June Fete Fair weekend is one of my favorites of the year. My involvement started over 30 years ago as a child, helping my parents and the hundreds of other volunteers who lend their time year after year. Now, my children learn the same legacy of community and volunteerism through my work with the Fair.

I ask for your support to help the June Fete Fair and Horse & Pony Show continue to thrive. Please review the sponsorship opportunities included in this brochure and contact the Abington Health Foundation Women's Board office with any questions.

Thank you in advance for your support and I look forward to seeing you at the June Fete Fair on June 6th, 7th, and 8th.

Sincerely,

Carolyn McTernan

June Fete Fair Chair



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June Fete History

Founding Members

Our organization began with a community vision—the need for a local hospital in Abington. In 1912, there was a call to raise funds to establish the hospital, and women in the surrounding communities gathered together to answer that call. Three key founding members were instrumental in bringing this vision to life: Mrs. Charles Kruger, the first president of the Women’s Board, who worked diligently to create community support in all the surrounding neighborhoods of the hospital; Natalie Fox Elkins, the wife of Abington Memorial Hospital’s first president, George Elkins, Jr., who served as “the eyes and ears” for identifying hospital needs and was an honorary second Vice President of the Women’s Board throughout her lifetime; and Louise Elkins Sinkler, daughter of Abington Memorial Hospital founder George Elkins, Sr., who dedicated more than 60 years of service to the Women’s Board. Through their skillful organization of early fundraising efforts and securing community donations, Abington Memorial Hospital opened in May of 1914 with all patient amenities in place.

1910s: Fair Origins

The June Fete Fair’s humble beginnings took the form of street fairs, lawn fetes, and holiday bazaars held to raise funds for the hospital opening. In 1913, the Women’s Auxiliary voted to use their past successes as a basis for creating a major annual fundraising event. The Elkins family generously offered their estate as a location for a June event.

The 1913, Garden Party Fair must have been a sight to behold: the sweeping landscape of the Elkins Estate, Latham Park, complete with beautiful English gardens, manicured lawns and festive booths; both coaches and “new-fangled” cars streaming through the gate and up the long drive as patrons arrived; ladies in lawn dresses with fancy umbrellas, men in bowler hats, and children brimming with excitement; booths offering fresh produce, flower marts, and games; the terrace of the mansion set for refreshments and afternoon tea.

The annual Garden Party Fair continued with new attractions added each year. In 1918, Mrs. George Horace Lorimer volunteered to be chairman. She introduced the idea of an annual theme and was responsible for the name “The June Fete.” She served as chairman for 16 years and dedicated herself to elevating the June Fete into a lavish East Coast event, attracting patronage from around the country.

1920s: June Fete Dress and More

In 1921, a fashion show was added and soon became the premier attraction of the fair. The June Fete Dress, featuring New York designers and young debutante models, became a major fundraising event for decades. Each year, a new design was released and sold at the fair, becoming a staple fundraising item for decades. The tradition ended in the 1960s when production costs became prohibitive. In 1922, the Pony Show was added, followed by the Horse Show in 1923; both became a permanent fixture of the fair.

1930s: From Estate to Estate

During the 1930s, the location of the fair moved among many grand local estates including "Lindenhurst," the John Wanamaker Estate; "Ashbourne Hall," the William Elkins Estate; and "Crosswicks," the Clement Newbold Estate. The annual June Fete had become so well known that Pathé News, a noted producer of newsreels and documentaries from 1910 to 1970, filmed the event; the "runners" were distributed to movie theaters around the country. The Silver Jubilee, the event's 25th anniversary, was celebrated in 1938.

1940s: "Imaginary Fairs"

By the 1940s, the Depression and the advent of World War II took their toll on volunteer support for the fair. Using great ingenuity, the women held "Imaginary Fairs" in 1943 and 1944, during which donations were sought without the need for attendance. An astounding \$38,000 was raised as the community rallied around this cause. As the war ended, the fair returned to its former stature, once again with the help of the Elkins family, who offered their "Justa Farms" property in Huntingdon Valley as a new site. It remained there for the next ten years. Sporting its own racetrack, a large lake, and acreage sufficient to accommodate horse shows, dog shows, and car shows, this proved to be an ideal new location for introducing many novel activities never before seen at the fair, such as fishing contests and a mini go-cart track for kids.



1950s: Donation of "June Fete Farm"

With the formation of auxiliary units in 1950, a host of community volunteers were added, and with their support came fresh ideas and much enthusiasm. The auxiliaries assumed responsibility for chairing many of the booths. The June Fete Dress committee expanded its line to include men's and children's clothing. An annual catalog was published and sold, highlighting both the hospital and the Women's Board and its Auxiliaries.

In 1955, an impressive parcel of land was generously donated by the Pitcairn family to serve as a permanent location for the June Fete Fair and Horse & Pony Show. Dubbed the "June Fete Farm," it became the permanent home of the fair.

For the next decade, the auxiliaries hosted "A Day in Willow Grove Park" for the surrounding schools, featuring guest appearances by celebrities such as Dick Clark, Bert Parks, Sally Starr, and Captain Noah.

1960s and Beyond

Community involvement and support for the fair hit an all-time high in the early 1960s. The Golden Anniversary of the June Fete Fair was celebrated in 1963.

As one of the earliest continuously-running fairs in Montgomery County, the June Fete Fair annually draws more than 18,000 community members throughout the weekend. We are proud of the rich history this fair has brought to our community. The dedication of all the thousands of volunteers working towards a common goal for more than 100 years is unmatched!

Today, our organization continues to build on the strong vision our founders created and is dedicated to continuing volunteer service and fundraising for Jefferson Abington Hospital. The Abington Health Foundation Women's Board extends its gratitude to all the women, their family members, and the community volunteers who have joined us in our mission. The Women's Board and its Auxiliaries is proud of its past, delighted with its present, and enthusiastically looks toward the future.



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About the Pegasus Therapeutic Riding Academy

In 2023, we welcomed Pegasus Therapeutic Riding Academy to the June Fete Horse & Pony Show! They are a 501(c)3 non-profit organization in Philadelphia, PA dedicated to providing therapeutic horseback riding programs and equine-assisted activities and therapies for children and adults with disabilities, diagnoses, and those in at risk populations.

About the Women's Board

The Abington Health Foundation Women's Board financially supports the efforts of Jefferson Abington Hospital, Jefferson Lansdale Hospital, and their programs to benefit the health and well-being of our community. The Women's Board raises funds, furthers public relations and provides funding for educational opportunities.

Currently, the Women's Board has pledged to raise \$100,000 a year for 5 years in support of the Durham Fund for Nurse Wellness, which seeks to address systemic changes within the nursing profession by prioritizing nurse wellness and resilience through initiatives that foster a positive, supportive, and healthy work environment. The Durham Fund will improve nurse ratios and enhance recruitment and retention at Jefferson Abington Hospital through programs that aim to normalize well-being and improve overall wellness in the workplace.

The Women's Board and Auxiliaries support community members through Safe Harbor, a program for grieving children who've lost a loved one; the SAFE Center, a private space in the Emergency Trauma Center dedicated to serving victims of abuse; and the Hospital Elder Life Program (HELP).

They support vulnerable populations and underserved patients through Abington Family Medicine, Hartnett Health Center, an OB/GYN clinic, a dental clinic, a community holiday gift card collection, and patient special needs funding.

Jefferson Health Facts

- Network of 18 hospitals and physician practices
- More than 42,000 employees
- 4 major regional teaching facilities

June Fete Sponsor Opportunities

	Grand Sponsor* [^] \$20,000	Community Sponsor* \$10,000	Entertainment Sponsor \$5,000	Friend Sponsor \$2,500	Tent Sponsor \$1,500	Booth Sponsor \$1,000	Patron \$350
Event Attendance							
Passes to attend the June Fete Fair	Unlimited	100	50	25	10	8	2
Pre-event recognition							
Logo/Name listed on jefferson.org/junefete	✓	✓	✓	✓	✓	✓	✓
Post on June Fete social media	✓	✓	✓	✓			
Ad in June Fete insert in The Reporter newspaper	Full page	Half page					
Logo/Name on June Fete community flyer	✓						
Logo/Name on June Fete Grounds Crew tee shirts	✓						
Choice of tent or booth (subject to availability)					✓	✓	
Event weekend recognition							
Logo/Name on banner	Main gate and J gate	Main Gate	Barn Stage	Dixon Ring Fence	Tent of choice	Booth of choice	
Logo/Name on feather flags	Main gate						
Logo or name on signage throughout fair	✓	✓	✓	✓	✓	✓	✓
Verbal recognition	✓	✓	✓	✓	✓	✓	✓
Post-event recognition							
Recognition in Annual Philanthropy Report	✓	✓	✓	✓	✓	✓	✓
Recognition for 1 year on hospital digital monitor	✓	✓	✓	✓	✓	✓	✓
* commitment deadline April 1, 2024							
[^] exclusive opportunity							

June Fete Sponsor Information

Donor Name (as you would like it to appear on printed materials):

Phone: _____ Email: _____

Address: _____

Tent Sponsor Options:

Please number your 1st and 2nd choices

- Beverage and Candy Pizza
 Marketplace Refreshments
 Mini Golf

Booth Sponsor Options:

Please number your 1st and 2nd choices

- Beer Kids Crafts
 Burrito Le Bistro
 Ice Cream Smoothie

I would specifically like my gift to support the Horse & Pony Show

Payment Information

Pay by credit card Check enclosed Please invoice me

Please make checks payable to AHF Women's Board and mail to 1200 Old York Rd., Abington, PA 19001

Credit Card Number: _____ Exp Date: _____ Security Code: _____

You may also submit this form to ahf-womensboard@jefferson.edu. Questions, call 215-481-2500.

Have something in mind? Ask us! Custom sponsorship packages are available and in-kind donations are greatly appreciated.