

# RAIL PARK BENEFACTOR PROGRAM

WITH NAMING  
OPPORTUNITIES





## RAIL PARK

## BENEFACTOR PROGRAM

Built by the Reading Railroad to transport passengers to Philadelphia northern and western neighborhoods and suburbs and to support local industries, the viaduct carried its last train in 1984.

Soon a quarter-mile segment of this historic treasure—from Broad Street to Callowhill Street—will become the city's newest elevated public park, with a distinctive design that celebrates our industrial heritage.

Become a benefactor of the first phase of this extraordinary park and leave a lasting legacy. Whether for yourself or someone special, as a commemoration or in memory of a loved one, our Benefactor Program offers the opportunity to endow a wide selection of park enhancements, from benches and swings to trees, planters and perennials.

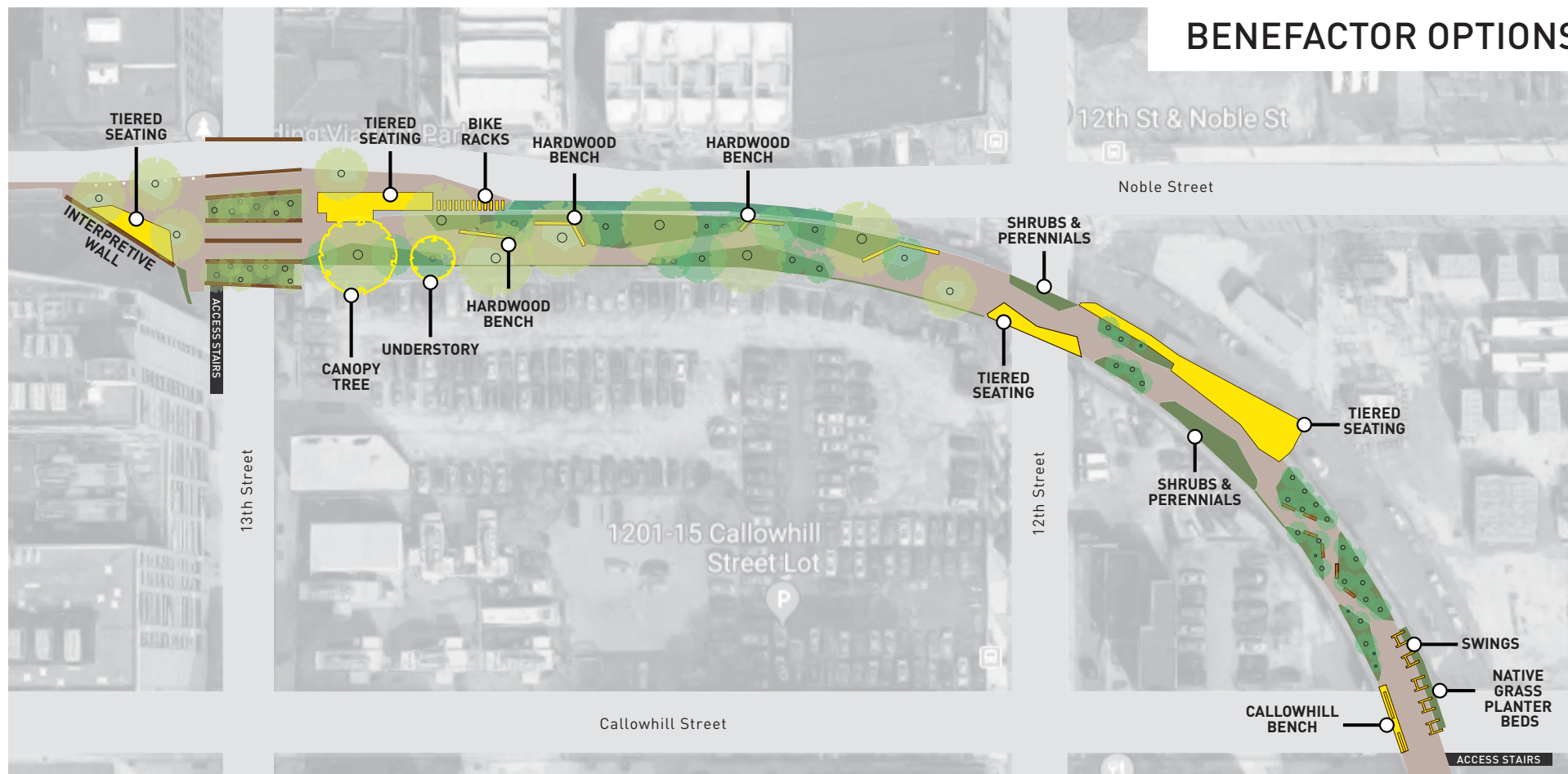


With your tax deductible donation, you will receive a certificate and appropriate recognition depending on level of support. Plus, you can enjoy knowing that you are helping to complete the first phase of Philadelphia's newest and most unique public space.

As part of all hardscape adoptions, we will install a plaque engraved with a personal message, and maintain it for the next 10 years.



# BENEFACITOR OPTIONS



## SEATING & FIXTURES (with engraved plaque)

ENTRANCE STAIRS	INTERPRETIVE WALL	TIERED SEATING	SWINGS
\$100,000 each <i>2 available</i>	\$50,000 <i>1 available</i>	\$50,000 EACH <i>4 available</i>	\$25,000 EACH <i>3 available</i>
HARDWOOD BENCH	CALLOWHILL BENCH	FLAT BENCH	
SOLD OUT	\$5,000 EACH <i>3 available</i>	SOLD OUT	

## LANDSCAPE & BIKE RACKS

NATIVE GRASS PLANTER BEDS	UNDERSTORY TREES	
\$8,000 EACH	\$2,500 EACH	
CANOPY TREES	BIKE RACKS	SHRUBS & PERENNIALS
\$5,000 EACH	\$1,000 <i>11 available</i>	\$100-\$500 EACH* <i>*Cost depends on species selected</i>

## SEATING & FIXTURES



**ENTRANCE STAIRS**  
\$100,000

Two stairways—one on 13th Street and the other on Callowhill Street—will provide a grand entrance to the Rail Park, rising from the sidewalks of the Callowhill neighborhood to a lush habitat with greenery and landscaped walkways offering panoramic views of Center City.

**Each donor will receive:**

*Commemorative plaque  
with the inscription of your choosing  
Framed rubbing of plaque  
Listing on donor wall*



**INTERPRETIVE WALL & DONOR WALL**  
\$50,000

Railroads fueled America's Industrial Revolution and Philadelphia was the largest manufacturing city in America in the late 19th century. The remarkable story of how the railroads made Philadelphia the world's industrial leader will be told along a 75 foot long steel wall where all major donors will be recognized.

**Donor will receive:**

*Benefactor Program certificate  
Listing on donor wall  
Beautiful 8x10 print*



**TIERED SEATING**  
\$50,000 each

Four multi-level tiered seating elements constructed of very durable and dense hardwood are positioned on either side of the park to take maximum advantage of skyline views. Stepping up two or three levels, the tiered seating structures can comfortably accommodate 30 to 60 people each, making them perfect gathering spots for programs or ideal resting points for relaxing with friends.

**Each donor will receive:**

*Commemorative plaque  
with the inscription of your choosing  
Framed rubbing of plaque  
Listing on donor wall*



**SWING**  
\$25,000 each

The park's five large porch swings will provide continuous joy to both children and adults. Constructed of hard wood and steel, the swings will be a major destination in the park, highly visible from Callowhill Street below.

**Each donor will receive:**

*Commemorative plaque  
with the inscription of your choosing  
Framed rubbing of plaque  
Listing on donor wall*



**HARDWOOD BENCH**  
\$10,000 each

Constructed of slabs of solid, hard timber, these large benches will provide a place to relax, read and enjoy the surrounding landscape and historic architecture.

**Each donor will receive:**

*Commemorative plaque  
with the inscription of your choosing  
Framed rubbing of plaque*



**CALLOWHILL BENCH**  
\$5,000 each

Located at the southern end of the park overlooking Callowhill Street, these handsome ipe wood benches will be a great place to wait your turn to enjoy a turn on one of the facing swings.

**Each donor will receive:**

*Commemorative plaque  
with the inscription of your choosing  
Framed rubbing of plaque*



# LANDSCAPE



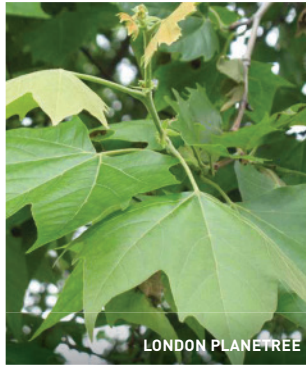
## NATIVE GRASS PLANTER BEDS

\$8,000 each

Suspended above Callowhill Street, these jumbo eight-foot long hanging planters, filled with native grasses and spring bulbs, will add beauty to the catwalk on the southern end of the park.

Each donor will receive:

*Benefactor Program certificate*  
*Beautiful 8x10 print*



LONDON PLANETREE



KENTUCKY COFFEE TREE

## CANOPY TREES

\$5,000 each

Over a dozen stately and strikingly bold canopy trees that are long-living and particularly tolerant of urban conditions will add shade and comfort to the park. Species include London Planetrees and Kentucky Coffee.

Each donor will receive:

*Benefactor Program certificate*  
*Beautiful 8x10 print*



## UNDERSTORY TREES

\$2,500 each

Dozens of exceptional medium-sized understory trees will bring beauty to the park with their showy flowers and ornamental grace. Selected species, especially chosen for the adaptability and ability to offer protection and food for wildlife include Apple Serviceberry, River Birch, Eastern Redbud, American Holly and Eastern Red Cedar.

Each donor will receive:

*Benefactor Program certificate*  
*Beautiful 8x10 print*



## BIKE RACK

\$1,000 each

Twelve U-shaped bike racks will be installed along the Noble Street entrance of the park, allowing easy access to Philadelphia's newest green amenity. Contribute to Philadelphia's growing reputation as a bike-friendly city by providing a safe and convenient place for park-goers to lock up.

Each donor will receive:

*Benefactor Program certificate*  
*Beautiful 5x7 print*



BOTTLEBRUSH BUCKEYE



MUSKINGUM  
GRAY DOGWOOD



VIRGINIA SWEETSPIRE

## SHRUBS

\$500 each

Inspired by the wildflowers and other native plants already growing on site, nearly 1,000 shrubs and perennials will be planted along the quarter-mile stretch of park, creating a bold effect with their showy and fragrant flowers and spectacular textures. Varieties include: Bottlebrush Buckeye, Virginia Sweetspire, Muskingum Gray Dogwood, Chokeberry and more.

Each donor will receive:

*Benefactor Program certificate*



BUTTERFLY WEED



WHITE WILD INDIGO



DWARF LARKSPUR

## PERENNIALS

\$100 each

Varieties include: Butterfly Weed, White Baneberry, White Wild Indigo, Dwarf Larkspur, Eastern Wood Fern, Wild Geranium, Wild Petunia, New England Aster, "Fireworks" Goldenrod, Skyblue Aster, Lilac Sage and many more.

Each donor will receive:

*Benefactor Program certificate*



# YES, I WANT TO BE A BENEFACTOR OF THE VIADUCT RAIL PARK.



QUANTITY	BENEFACTOR OPTIONS	AMOUNT
<hr/>	<b>PERENNIALS</b> \$100 EACH	\$ <hr/>
<hr/>	<b>SHRUBS</b> \$500 EACH	\$ <hr/>
<hr/>	<b>BIKE RACKS</b> \$1,000 EACH	\$ <hr/>
<hr/>	<b>UNDERSTORY TREES</b> \$2,500 EACH	\$ <hr/>
<hr/>	<b>CANOPY TREES</b> \$5,000 EACH	\$ <hr/>
<hr/>	<b>CALLOWHILL BENCH</b> \$5,000 EACH	\$ <hr/>
<hr/>	<b>NATIVE GRASS PLANTER BEDS</b> \$8,000 EACH	\$ <hr/>
<hr/>	<b>TIMBER BENCH</b> \$10,000 EACH	\$ <hr/>
<hr/>	<b>SWINGS</b> \$25,000 EACH	\$ <hr/>
<hr/>	<b>TIERED SEATING</b> \$50,000 EACH	\$ <hr/>
<hr/>	<b>INTERPRETIVE WALL</b> \$50,000 EACH	\$ <hr/>
<hr/>	<b>ENTRANCE STAIRS</b> \$100,000 EACH	\$ <hr/>
	<b>TOTAL AMOUNT</b>	\$ <hr/>

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NAME

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ADDRESS

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ADDRESS (2)

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CITY

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STATE

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ZIP

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E-MAIL

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PHONE

- ☐ I would like to dedicate my gift in honor of or memory of a loved one.  
*We will contact you for more information*
- ☐ Enclosed, please find a check made out to Center City District Foundation.
- ☐ Please charge my contribution to my credit card:
- ☐ **Visa**      ☐ **Master Card**

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NAME (as it appears on card)

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CARD NO.

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EXP. DATE

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SIGNATURE

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DESIRED PLAQUE INSCRIPTION (if applicable; no more than 20 words)

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## THANK YOU FOR YOUR SUPPORT!

PLEASE MAIL YOUR CHECK, PAYABLE TO CENTER CITY DISTRICT FOUNDATION,  
TO KATIE ANDREWS, 660 CHESTNUT STREET, PHILADELPHIA, PA 19106