

# **YORK SUMMERFEST SPONSORSHIP PACKET**

**SATURDAY, AUGUST 24, 2024**

**10:00 AM TO 7:00 PM**

**DOWNTOWN YORK**



**YORK  
SUMMER  
FEST**

# ABOUT THE FESTIVAL



Set in the beautiful Historic District of Downtown York, York Summerfest brings together live music, family-friendly entertainment, and a diverse range of activities, giving residents and visitors the opportunity to forge enduring memories.

The 2024 festival will be held on Saturday, August 24, from 10:00 am to 7:00 pm.

Anticipating over 10,000 attendees, sponsoring York Summerfest presents an excellent marketing opportunity for your organization. Collaborate with us to showcase your business to a local and regional audience.

## Audience Demographics

York Summerfest attracts a diverse audience, including families with young children, young adults seeking entertainment and social experiences, and local residents interested in community events. Tourists and visitors also contribute to our audience, drawn in by our festival's reputation for showcasing artisan craft vendors along with a variety of activities and entertainment. York Summerfest offers sponsors a unique opportunity to reach a wide and engaged audience.

## Benefits for Sponsors

- **Brand Exposure:** Your logo will be prominently featured on event marketing materials, including posters, flyers, and social media posts, reaching a large and diverse audience.
- **Digital Marketing:** We will promote your brand on our website and social media channels, increasing your online visibility and engagement.
- **On-Site Activation:** Engage directly with festivalgoers through a branded booth, product samples, or interactive experiences, creating memorable brand interactions.



# SPONSORSHIP LEVELS

## Presenting, \$10,000 (1 Available)

- Official recognition as “Presenting Sponsor” of York Summerfest
- Premium 10’x20’ exhibit space at festival
- Two (2) flex flags at each point of entry to the festival (provided by client)
- Mayoral recognition at opening ceremony
- Company name mentions recognizing organization as “Presenting Sponsor” during on-air interviews, pre and post event announcements, and day of announcements
- Prominent logo placement on print and web advertising
- Social media mentions on City of York and festival event pages
- Logo placement on event signage throughout the festival
- 10’x10’ space at York Summerfest Golf Tournament
- Two complimentary team entries for York Summerfest Golf Tournament

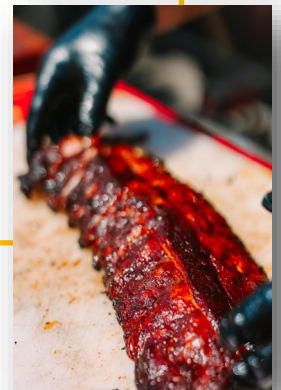


**SPONSORSHIP FULFILLED**

## Platinum, \$7,500 (3 2 Available)



- York Summerfest Stage Sponsor - Exclusive sponsorship of one of three festival stages
- Premium 10’x20’ exhibit space near stage
- Opportunity to place two (2) flex flags near stage (provided by client)
- Stage banner recognizing organization as sponsor
- Company name mentions included in pre and post event announcements and day of announcements
- Secondary logo placement on print and web advertising
- Social media mentions on City of York and festival event pages
- Logo placement on event signage throughout the festival
- One complimentary team entry in to the York Summerfest Golf Tournament



# SPONSORSHIP LEVELS

## Gold, \$5,000

- Festival Show/Exhibit Sponsor (Car Show, Kids Zone, etc.)
- 10'x10' exhibit space
- Opportunity to place two (2) flex flags in exhibit area (provided by client)
- Company name mentions included in pre and post event announcements and day of announcements
- Logo placement on print and web advertising
- Social media mentions on City of York and festival event pages
- Log placement on event signage throughout the festival



## Silver, \$2,500

- Courtesy Sponsor of Attraction (Carnival Rides, ~~Axe Throwing~~, etc.)
- 10'x10' exhibit space
- Company name mentions included in pre and post event announcements as well as on-site announcements day of festival
- Logo placement on print and web advertising
- Social media mentions on City of York and festival event pages

## Bronze, \$1,000

- 10'x10' exhibit space at festival
- Logo placement on print and web advertising
- Social media mentions on City of York and festival event pages



## In-Kind Sponsorship

- In lieu of monetary sponsorship, provide goods or services directly (sponsorship level based on value of goods or services provided)



Customized sponsorships are also available.  
For all sponsorship inquiries, please contact:  
Rebecca Mestas, Community Engagement Director  
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Phone: 803-792-8678

