

Long's Park Art & Craft Festival Sponsorship Opportunities

Partner with one of America's top fine art and craft shows.

Every Labor Day Weekend some 20,000 guests are drawn to Long's Park from across the mid-Atlantic. These sophisticated individuals appreciate the arts—and appreciate arts supporters.



Festival Sponsor \$15,000

Limited to one organization.

- Exclusive sponsorship of the Long's Park Art & Craft Festival, one of the top fine art and contemporary craft shows in the United States—a four-day, Labor Day weekend event which draws some 20,000 sophisticated, upscale women and men from across the Mid-Atlantic region.
- Your festival sponsorship applauded on stage throughout the 13-week Long's Park Summer Music season.
- Your logo and sponsorship recognized in all regional magazine and newspaper advertising for the event. Ads typically appear in prestigious monthlies, *Central PA*, *Philadelphia* and *Baltimore* and other magazines and in major newspapers across the mid-Atlantic region.
- Your logo featured on the front cover of the full-color festival brochure mailed to more than 35,000 high net worth households across Central Pennsylvania and the Philadelphia, Baltimore and Washington regions.
- Your logo featured on the front cover of the full-color festival gate catalog.
- Your banner conspicuously displayed at all three entrances to the festival.
- An editorial feature in the festival gate catalog citing your festival sponsorship.
- Your name featured on the map in the center spread of the festival's gate catalog and on the display map at the show's central information center.
- Your banner prominently displayed at Patriotic Concert.
- A full-page, full-color ad on the back cover of the festival gate catalog.
- Your sponsorship cited in all advance press releases on the event.
- Your logo and sponsorship prominently featured on Long's Park web site, and our web site actively linked to yours for cross-promotion.
- An opportunity for sponsor employees to volunteer "in uniform" and assist guests at the Creative Corner.
- Twenty admission passes and ten preferred parking passes to the festival.



Festival Co-Sponsor \$7,500

Limited to two non-competing organizations.

- Your co-sponsorship noted in the full-color Long's Park Art & Craft Festival brochure.
- Your name featured on the map in the center spread of the festival's gate catalog and on the display map at the show's central information center.
- Your co-sponsorship recognized in all regional magazine and newspaper advertising for the event.
- A half-page, full-color ad on the inside front cover of the festival gate catalog.
- An editorial feature in the festival gate catalog citing your festival co-sponsorship.
- Your banner conspicuously displayed at all three entrances to the festival.
- Your sponsorship cited in all advance press releases on the event.
- Your logo and sponsorship prominently featured on Long's Park web site, and our web site actively linked to yours for cross-promotion.
- An opportunity for sponsor employees to volunteer "in uniform" and assist guests at the Creative Corner.
- Sixteen admission passes and eight preferred parking passes to the festival.



Festival Bistro Sponsor \$3,500

■ A named area within the Long's Park Art & Craft Festival.

- Your company's logo on all in-show directional signs to the festival's food and entertainment area.
- Your banner conspicuously displayed in the food and entertainment area.
- Your name featured on the map in the center spread of the festival's gate catalog and on the display map at the show's central information center.
- A half-page, black-and-white ad in the festival gate catalog.
- Your sponsorship cited in all advance press releases on the event.
- Your logo and sponsorship prominently featured on Long's Park web site, and our web site actively linked to yours for cross-promotion.
- An opportunity for sponsor employees to volunteer "in uniform" and assist guests at the Creative Corner.
- Ten admission passes and five preferred parking passes to the festival.

Long's Park Art & Craft Festival Sponsorship Opportunities



Festival Ticket Sponsor \$2,000

- Your logo on more than 20,000 admission passes.
- Your logo and sponsorship prominently featured on Long's Park web site, and our web site actively linked to yours for cross-promotion.
- A 10 percent discount on display advertising in the festival gate catalog.
- Eight admission passes and four preferred parking passes to the festival.



Festival Creative Corner Co-Sponsor \$1,000

Limited to two non-competing organizations.

- Your logo on display at the Long's Park Art & Craft Festival on banners displayed outside the Creative Corner area. The Long's Park Amphitheater Foundation will take responsibility for producing and mounting these banners.
- Your logo and sponsorship prominently featured on Long's Park web site, and our web site actively linked to yours for cross-promotion.
- An editorial feature in the festival gate catalog citing your company's co-sponsorship of the Creative Corner activities.
- A half-page, black-and-white ad in the festival gate catalog.
- Your sponsorship cited in all advance press releases on the event.
- An opportunity for sponsor employees to volunteer "in uniform" and assist guests at the Creative Corner.
- Four admission passes and two preferred parking passes to the festival.



Festival Music Co-Sponsor \$250

- Your company's name on display at the Long's Park Art & Craft Festival on two banners flanking the small stage performance area. The Long's Park Amphitheater Foundation will take responsibility for producing these banners.
- Your company's underwriting of a performance underwriter cited in the festival gate catalog.
- A 10 percent discount on display advertising in the festival gate catalog.
- Two admission passes and one preferred parking pass to the festival.

A Smart Marketing Investment.

Community sponsorship of our Long's Park activities is vital to our continued success. Not only will you feel good about partnering with us, but it also makes good marketing sense. For more information please contact us. We're eager to sit down with you and work to customize a sponsorship that works for your organization. We urge you to act quickly because all sponsorships are sold on a first come, first serve basis.



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Your contribution, minus the value of the benefits you accept, is tax-deductible. A copy of the official registration and financial information of the Long's Park Amphitheater Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.