



We know preservation isn't an event – it's a process which occurs perpetually.

This year's Preservation events will feature the annual tour and the introduction of an annual heritage event, La Festa Italiana. This year we're celebrating what we do best in our own backyard: celebrating the community, and the preservation of... PLACES. PEOPLE. PIECES of history.

- 9.30.23 Annual Preservation Tour: *The Next Tour Starts Here*
- 10.13.23 *The Big Night at the Barn*
- 10.14.23 *La Festa Italiana: The Quintessential Flavors of Sicily*

Your participation? An investment. Your support and attendance for these series of events contributes to the celebration of our heritage and is a transformative, tangible act to participate in preservation.

Celebrating the historic legacy of... People and Pieces of history.

9.30.23 Annual Preservation Tour: *The Next Tour Starts Here*

Join us for our annual Preservation Tour, *The Next Tour Starts Here*, as we revisit the end of the Factory Tours and taste our way through Reese's history, including the famous "Pieces." We'll board the trolley and learn about the origins of the Cup (and Kup) Kings - HB Reese's Peanut Butter Cup and Monty Stover's King Kup.

Hear stories of other local chocolatiers connected to Hershey, Mars and Klein, and taste samples from present day confectioners along the tour route.

View special displays for this day only, featuring the factory tours that ended 50 years ago and Reese's 100-year anniversary!

It doesn't end there – enjoy chocolate pairings at the museum for a sweet and savory end to our one-of-a-kind tour.

And the historic heritage of...Places.

10.13.23 *The Big Night at the Barn*

As a prelude to La Festa, we will welcome Italian food trucks, sell Senape's famous pizza, and host a showing of *The Big Night*, starring Stanley Tucci, outside at the Barn. This community event is a tribute to preserving the festive heritage of Italians in Hershey.

10.14.23 *La Festa Italiana: The Quintessential Flavors of Sicily*

Celebrating the historic heritage of our town's unique Italian culture, this annual event toasts to the melodies, art, and community of local families, with a signature focus on regional food offerings. Homemade, from-scratch Sicilian recipes will be prepared from family recipes, with wine pairings for each small plate course. A foodie event like no other, savor tastes and flavors that can only be found here, for one night.

The evening will feature live Italian music, intimate dining in the museum, a special Art of Italy exhibition, and silent & live auctions.

Sponsorships FAQ

All sponsorships are available for businesses and individuals. Custom sponsor opportunities are available upon request.

All sponsors receive the following as well as special benefits respective to each donor level:

- Recognized via regular email blasts reaching over 3,000 participants, social media, print and media promotions, and the Preservation Gala event program.
- Sponsor name recognition on event sponsor signage at all Preservation Gala events.
- Logo & hyperlink on HHC website.

Inizia la festa!

\$5000 Primo: Antipasti

- 6 reserved tickets for the Annual Preservation Tour on Saturday, September 30th
- 8 reserved tickets for La Festa Italiana
- Premier location business signage at all events (provided by the sponsor)
- Full-page, full-color, prominent location ad in digital event programs
- Distribution of corporate promotional product at all events
- Event sponsor identification as premier sponsor and corporate link on HHC website, all electronic communications, all media outlets, advertising, and promotions

\$2500 Secondo: Primi Piatti

- 4 reserved tickets for the Annual Preservation Tour on Saturday, September 30th
- 6 reserved tickets for La Festa Italiana
- Business signage at all events (provided by the sponsor)
- Full-page, full-color ad in digital event programs
- Event sponsor identification and corporate link on HHC website, all electronic communications, all media outlets, advertising, and promotions

\$1000 Terzo: Piatti Principali

- 2 reserved tickets for the Annual Preservation Tour on Saturday, September 30th
- 4 reserved tickets for La Festa Italiana
- Half-page, full-color ad in digital event programs
- Event sponsor identification and corporate link on HHC website and all electronic communications

\$750 Quarto: Contorni / Insalate

- 2 reserved tickets for La Festa Italiana
- Quarter-page, full-color ad in event programs
- Event sponsor identification and corporate link on HHC website

\$300 Quinto: I Dolci

- 1 reserved tickets for La Festa Italiana
- Event sponsor identification and corporate link on HHC website

Contact information:
events@hersheyhistory.org

For more info or to register and purchase sponsorships online, visit hersheyhistory.org

