



Sponsor Prospectus

*Saturday, May 11, 2024, at The Englewood
9 a.m. – 4 p.m.*

Attendance: 5,000 - 9,000 people
Primary Market: Female, 25 -70 years
Families

Fine art and hand-crafted, artisan wares, music, and culinary vendors at a premier festival with the intent to celebrate arts and culture in a dynamic, historically renowned location, hosted by the Hershey History Center for over 17 years.

ART. MUSIC. FOOD.
MOTHER'S DAY WEEKEND.

MASTERPIECE SPONSOR

\$7,500

One available

Lead sponsorship titling of event brand (i.e. *Hershey Artfest* sponsored by XYZ Company)

Lead sponsorship titling on prominent Central PA billboard sites (4 minimum, highway placement)

Lead sponsorship titling on HHC website and all electronic communications with corporate link

Lead sponsorship titling and corporate identification in all media outlets, advertising, and promotions

Lead sponsorship titling on all printed promotions

Four prominent sponsor-provided banner locations on-site

Primary exhibition space on-site to sample or distribute products and promotions to guests

Full page, back cover ad in event program book

PREMIER SPONSOR **\$5,000**

Two available

Sponsorship titling on HHC website and all electronic communications with corporate link

Sponsorship titling and corporate identification in all media outlets, advertising, and promotions

Sponsorship titling on all printed promotions

Two prominent sponsor-provided banner locations on-site

Exhibition space on-site to sample or distribute products and promotions to guests

Full page ad in event program book

ENCORE SPONSOR **\$3,000**

Sponsorship logo on HHC website with corporate link

Corporate identification on all electronic communications and in all media outlets, advertising, and promotions

Sponsorship logo on all printed promotions

One sponsor-provided banner location on-site

Exhibition space on-site to sample or distribute products and promotions to guests

Prominent half page ad in event program book

PLEIN AIR SPONSOR **\$1,500**

Sponsorship logo on HHC website with corporate link

Corporate identification on all electronic communications and all press releases

Sponsorship logo on all printed promotions

One sponsor-provided banner location on-site

Half page ad in event program book

LIMITED EDITION SPONSOR **\$750**

Sponsorship logo on HHC website with corporate link

Corporate identification on all electronic communications

Sponsorship logo on all printed promotions

For more info or to purchase sponsorships online, visit hersheyhistory.org/artfest or email our Executive Director, Nicole Soliday, at nicole.soliday@hersheyhistory.org