



# Sponsor Prospectus

*Saturday, May 13, 2023*

*9 a.m. – 4 p.m.*

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

*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 historically renowned, dynamic location, hosted by the Hershey History Center for over 16 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