2022

KIPONA

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 3-5, 2022

HARRISBURGPA.GOV/KIPONA

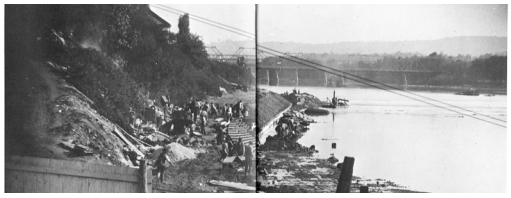
WHAT IS KIPONA?

This annual Labor-Day weekend celebration began in 1916 when the Harrisburg Dock Street Dam and the iconic river steps were completed. To celebrate this achievement and other improvements made since 1902 through the City Beautiful Movement, the City decided to rebrand what had been a water carnival on the river in prior years. After soliciting names through a city-wide competition, "Kipona" was chosen. An analysis of the name Kipona, which is said to mean in North American Indian terms "on sparkling water" is translated to "Na" meaning "to be on," "Po" meaning "waters" and "Ki" meaning "sparkling or bright. Kipona's first year was a huge event in the city involving practically the entire community climaxed by a regatta of numerous lighted boats and the dramatic fireworks display. The early successful years of Kipona set the pace for what would become Harrisburg's premier river event over the decades, which now in its 104th year, is enthusiastically celebrated.

The Kipona Festival is a free 3-day festival held on Labor Day Weekend each year. It features a variety of activities and attractions for all ages, such as the Artist Market, Family Fun Zone, Native American Pow-Wow, live music stage, fireworks and more.

1916- KIPONA POSTER

1969 - WOMEN'S RACE



1914- BUILDING THE RIVER STEPS

1984- RIVERFRONT PARK VENDORS

1972- HANG GLIDER SAILS FROM WALNUT ST BRIDGE

Images courtesy of the Historic Harrisburg Association

KIPONA FESTIVAL

SPONSORSHIP

ABOUT THE FESTIVAL

The Kipona Festival is a free 3-day festival held annually on Labor Day weekend. It features a variety of activities and attractions including an Artist Market, live music stages, fireworks, tightrope walkers, kids activities and more.

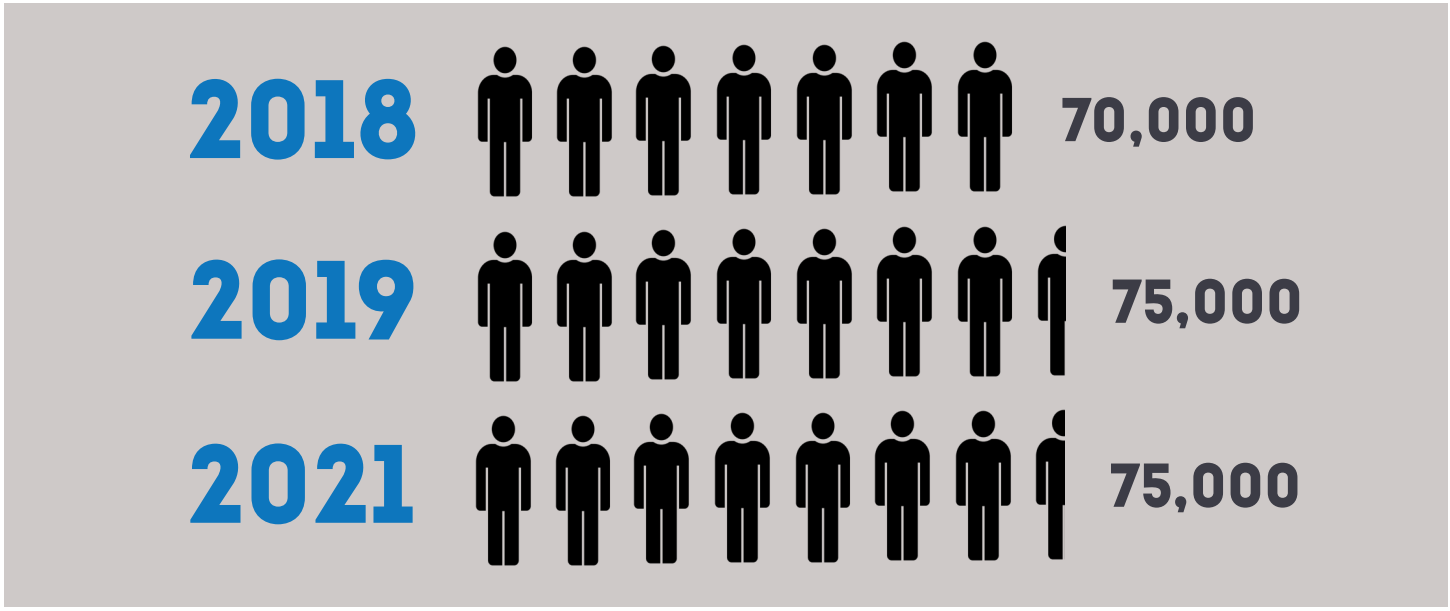
YOUR SUPPORT MATTERS

All festival attractions and marketing pieces are funded entirely through sponsorships and vendor fees. Your support will help showcase several local businesses, artisans and non-profits and present the City of Harrisburg as a desirable place to live, work and visit.

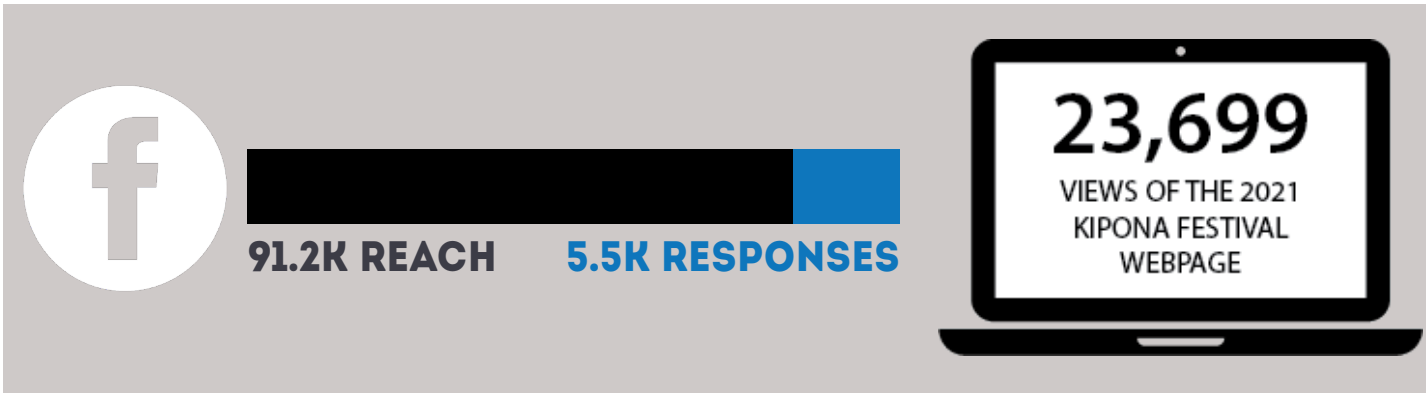
PROMOTE YOUR BRAND

Kipona provides an excellent opportunity to promote your brand, reaching over 91,000 people on Facebook alone.

ATTENDANCE



DIGITAL REACH



"SPENT ALL 3 DAYS THERE. GREAT WEATHER, GREAT MUSIC, PEOPLE WERE RESPECTFUL, THE PARK WAS CLEAN. GOOD JOB CITY OF HARRISBURG."

"HAD A SENSATIONAL TIME. THANK YOU FOR MAKING THIS EVENT HAPPEN YEAR AFTER YEAR, IT IS DEFINITELY WORTH GOING TO SEE."

SPONSORSHIP PACKAGES

FIREWORKS SPONSOR - $7,500 (1 available)

- Naming rights for the festival fireworks to include: company name included in fireworks title (Example: Company Fireworks Display) & logo placement on festival map, promotional video & Facebook ad
- Website banner ad on the event webpage
- Opportunity to announce the fireworks countdown and launch and make (2) announcements about your company during the festival
- Your company banner displayed at the event
- Complimentary 20x10 vendor space
- Opportunity to provide (3) 1-minute promotional videos to be shared on Facebook
- Full page ad in the digital and printed event guide
- Invitation to attend the event press conference and address the media directly
- Recognition during stage annoucements throughout the festival
- Logo placement on all event marketing materials and sponsor event signage
- Logo placement and link on the City of Harrisburg's website and Facebook event

LIVE MUSIC STAGE SPONSOR- $6,000 (2 available)

- Naming rights for one of the festival live music stages to include: company name included in stage title (Example: Company Stage) & logo placement on festival map and Facebook post
- Opportunity to have representatives from your company introduce all or select performance groups on one or more days of the festival
- Exclusive banner with company logo at stage
- Complimentary 10x10 vendor space by the stage
- Opportunity to provide (1) 1-minute promotional video to be shared on Facebook
- Half page ad in the digital and printed event guide
- Invitation to attend the event press conference and address the media directly
- Recognition during stage annoucements throughout the festival
- Logo placement on all event marketing materials and sponsor event signage
- Logo placement and link on the City of Harrisburg's website and Facebook event

PHOTO BY SEAN SIMMERS | PENNLIVE

FAMILY FUN ZONE SPONSOR- $5,000 (1 available)

• Naming rights for the Family Fun Zone: company name included in Family Fun Zone title (Example: Company Family Fun Zone) & logo placement on festival map and Facebook post
• Exclusive signage with company logo in the Family Fun Zone
• Complimentary 10x10 vendor space in the Family Fun Zone
• Opportunity to provide (1) 1-minute promotional video to be shared on Facebook
• Half page ad in the digital and printed event guide
• Invitation to attend the event press conference
• Recognition during stage annoucements throughout the festival
• Logo placement on all event marketing materials and sponsor event signage
• Logo placement and link on the City of Harrisburg's website and Facebook event

EVENT SPONSOR - $4,000 (2 available)

• Your company banner displayed at the event
• Complimentary 20x10 vendor space OR (2) 10x10 vendor spaces at the festival - 2 vendor spaces are permitted only for sponsors
• Opportunity to provide (2) 1-minute promotional videos to be shared on Facebook
• Half page ad in the digital and printed event guide
• Invitation to attend the event press conference and address the media directly
• Recognition during stage annoucements throughout the festival
• Logo placement on all event marketing materials and sponsor event signage
• Logo placement and link on the City of Harrisburg's website and Facebook event

HANDWASHING STATION SPONSOR - $3,000 (1 available)

• Complimentary 10x10 vendor space at the festival
• Opportunity to provide (1) 1-minute promotional video to be shared on Facebook
• Exclusive signage at the handwashing stations located in (5) areas of the festival
• Logo placement and link on the City of Harrisburg's website and Facebook event

SUPPORTING SPONSOR - $2,000

• Complimentary 20x10 vendor space OR (2) 10x10 vendor spaces at the festival - 2 vendor spaces are permitted only for sponsors
• Opportunity to provide (1) 1-minute promotional video to be shared on Facebook
• Logo placement on all event marketing materials
• Logo placement and link on the City of Harrisburg's website and Facebook event

COMMUNITY SPONSOR - $1,000

• Complimentary 10x10 vendor space at the festival
• Logo placement and link on the City of Harrisburg's website and Facebook event

SPONSORSHIP FORM

We would like to sponsor the 2022 Kipona Festival at the following level *(please check appropriate box)*

- ☐ Fireworks Sponsor- $7,500
- ☐ Live Music Stage Sponsor - $6,000
- ☐ Family Fun Zone Sponsor - $5,000
- ☐ Event Sponsor - $4,000
- ☐ Handwashing Station Sponsor - $3,000
- ☐ Supporting Sponsor - $2,000
- ☐ Community Sponsor - $1,000

CONTACT INFORMATION

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please submit your completed form to Cortney Ranck-Cameron at clranckcameron@harrisburgpa.gov. Checks should be made payable to the "City of Harrisburg" and directed to the Special Events Office (10 N 2nd Street, Suite 304, Harrisburg, PA 17101.)