July 4, 2023

Riverfront Park • 1 - 9pm

HARRISBURGPA.GOV/JULY4

PHOTOS BY SEAN SIMMERS | PENNLIVE

PHOTO BY TAYLOR GLESSNER | DOUGH & CO

JULY 4TH FESTIVAL

SPONSORSHIP

ABOUT THE FESTIVAL

The July 4th Food Truck Festival is a free festival held on July 4th each year. It features 50+ food trucks from across the region, live music, a Kids Zone, wine/beer garden and one of the largest fireworks display in Central PA.

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 and present the City of Harrisburg as a desirableplace to live, work and visit.

PROMOTE YOUR BRAND

With 60,000 attendees and local and regional exposure, this festival provides a unique opportunity to promote your business to attendees of all ages.

ATTENDANCE

2022 60,000

DIGITAL REACH

159.6K REACH 8.2K RESPONSES

BILLBOARDS

700.6K IMPRESSIONS

27.7K
WEBPAGE VIEWS
MOST VIEWED PAGE ON CITY WEBSITE

"We had a great time! It's an annual thing we like to attend. The fireworks were also great!"

"The fireworks were beautiful over the river. I will definitely be back."

"This was the biggest crowd I've ever seen in Harrisburg!"

"We had such a great time! The food variety was excellent."

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 & Facebook post
- Opportunity to announce the fireworks countdown and launch and make (2) announcements about your company during the festival
- Website banner ad on the event webpage
- Complimentary full page ad in the digital program guide
- 20x10 vendor space
- Invitation to attend the event press conference and address the media directly
- Company banner displayed at the event
- The opportunity to provide (3) 1-minute promotional videos to be shared on Facebook
- Logo placement on all promotional materials and sponsor event signage
- Recognition during stage announcements throughout the festival
- Listing on the City's website, press release, program guide and social media

EVENT SPONSOR - $5,000 (2 available)

- Complimentary half page ad in the digital program guide
- 20x10 vendor space OR (2) 10x10 vendor spaces along the festival route
- Invitation to attend the event press conference and to address the media directly
- Company logo displayed on sponsor stage banner at the event
- Company banner displayed at the event
- The opportunity to provide (2) 1-minute promotional videos to be shared on Facebook
- Logo placement on all promotional materials and sponsor event signage
- Recognition during stage announcements throughout the festival
- Listing on the City's website, press release, program guide and social media

STAGE SPONSOR - $4,000 (2 available)

- Naming rights for the Entertainment Stage OR US Air National Guard Stage to include: company name included in stage title (Example: Company Name Stage OR Stage presented by Company Name) & logo placement on festival map
- Opportunity to introduce each act and make up to (3) stage announcements about your company throughout the festival
- Company logo displayed on stage banner and sponsor stage banner at the event
- Invitation to attend the festival press conference
- Logo placement on all promotional materials and sponsor event signage
- Recognition during stage announcements throughout the festival
- Listing on the City's website, press release, program guide and social media

PHOTO BY VICKI VELLIOS BRINER | PENNLIVE

PHOTO BY SEAN SIMMERS | PENNLIVE

FAMILY FUN ZONE SPONSOR - $3,000 (1 available)

• Naming rights for the Family Fun Zone to include: company name included in Family Fun Zone title (Example: CompanyFamily Fun Zone) & logo placement on festival map
• 10x10 vendor space within the Family Fun Zone
• Logo placement on all promotional materials and sponsor event signage
• Recognition during stage announcements throughout the festival
• Listing on the City's website, press release, program guide and social media

PHOTO BY SEAN SIMMERS | PENNLIVE

SUPPORTING SPONSOR - $2,000 (3 available)

• 10x10 vendor space
• Logo placement on all promotional materials and sponsor event signage
• Recognition during stage announcements throughout the festival
• Listing on the City's website, press release, program guide and social media

HANDWASHING STATION SPONSOR - $1,500 (1 available)

• Signage with company logo at the 5 handwashing station areas
• Logo placement on all promotional materials and sponsor event signage
• Recognition during stage announcements throughout the festival
• Listing on the City's website, press release, program guide and social media

COMMUNITY SPONSOR - $1,000

• Logo placement on all promotional materials and sponsor event signage
• Recognition during stage announcements throughout the festival
• Listing on the City's website, press release, program guide and social media

SPONSORSHIP FORM

We would like to support the 2023 July 4th Food Truck Festival & Fireworks at the following level:

- ☐ Fireworks Sponsor - $7,500
- ☐ Event Sponsor - $5,000
- ☐ Stage Sponsor - $4,000
  - ☐ I prefer the entertainment stage
  - ☐ I prefer the US Air National Guard stage
- ☐ Family Fun Zone Sponsor - $3,000
- ☐ Supporting Sponsor - $2,000
- ☐ Handwashing Station Sponsor - $1,500
- ☐ Community Sponsor - $1,000

Confirmation of sponsorship is needed by May 12 to make our first marketing ad deadline.
Sponsorship confirmations received after this time may miss some marketing benefits.

Contact Information

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Checks should be made payable to the "City of Harrisburg" and directed to the City Government Center (10 N 2nd Street, Suite 304, Harrisburg, PA 17101.)