

2024

NYE CELEBRATION



DECEMBER 31 | 9PM-12AM
DOWNTOWN HARRISBURG

[HARRISBURGPA.GOV/PARADE](https://harrisburgpa.gov/parade)



NYE CELEBRATION SPONSORSHIP

ABOUT THE EVENT

The NYE Celebration features a strawberry drop and fireworks to ring in the New Year. There is also a Countdown to Kid-Night event featuring a balloon drop, milk & cookies toast and more.

YOUR SUPPORT MATTERS

The event attraction and marketing pieces are funded entirely through sponsorships and entry fees. Your support will help attract visitors to experience Downtown Harrisburg & provide an economic boost to local businesses going into the New Year.

PROMOTE YOUR BRAND

The NYE Celebration provides an excellent opportunity to promote your brand, reaching over 38,000 people on Facebook alone.

SPONSORSHIP PACKAGES

Title Sponsor – \$6,000 (1 available)

- Naming rights for the event to include: company logo incorporated into event logo and included on all marketing materials and event signage, company name included in event wordmark (Example: Company Name NYE Celebration) and listed on press releases, etc
- Banner ad with clickable company url displayed on the event webpage
- 10x10 vendor space in front of City Hall another agreed upon location
- Full page ad in the digital event guide
- Company banner displayed at the event
- Invitation to attend the event press conference and to address the media directly
- Opportunity to provide (2) promotional videos to be shared in the Facebook event
- Recognition during announcements at the beginning and end of the event
- Logo placement on all promotional materials, sponsor event signage & event webpage

Fireworks Sponsor – \$3,500 (1 available)

- Naming rights for the event fireworks to include: company name included in fireworks title (Example: Company Fireworks Display) & logo placement on Facebook ad
- Opportunity to announce the strawberry drop countdown and fireworks launch and make (1) announcement about your company during the event
- Website banner ad on the event webpage
- Complimentary half page ad in the digital program guide
- 10x10 vendor space in front of City Hall or another agreed upon location
- Invitation to attend the event press conference and address the media directly
- Opportunity to provide (1) promotional video to be shared in the Facebook event
- Recognition during announcements at the beginning and end of the event
- Logo placement on all promotional materials, sponsor event signage & event webpage

Countdown to Kid-Night Sponsor – \$2,000 (1 available)

- Company banner on display in the Countdown to Kid-Night area at City Hall
- Opportunity to announce the balloon drop countdown and make (1) announcement about your company during the event
- Complimentary half page ad in the digital program guide
- Vendor table inside City Hall or another agreed upon location
- Invitation to attend the event press conference
- Opportunity to provide (1) promotional video to be shared in the Facebook event
- Recognition during announcements at the beginning and end of the event
- Logo placement on all promotional materials, sponsor event signage & event webpage

Event Sponsor – \$1,000 (2 available)

- Vendor table in front of City Hall or another agreed upon location
- Complimentary quarter page ad in the digital program guide
- Opportunity to provide (1) promotional video to be shared in the Facebook event
- Recognition during announcements at the beginning and end of the event

Community Sponsor – \$500 (4 available)

- Opportunity to provide (1) promotional video to be shared in the Facebook event
- Recognition during announcements at the beginning and end of the event
- Logo placement on all promotional materials, sponsor event signage & event webpage

SPONSORSHIP FORM

We would like to sponsor the 2023 NYE Celebration at the following level:

Title Sponsor - \$6,000

Event Sponsor - \$1,000

Fireworks Sponsor - \$3,500

Community Sponsor - \$500

Countdown to Kid-Night Sponsor - \$2,000

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

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