

# 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)