



ARTS *fest*

CITY OF HARRISBURG

SPONSORED BY VISIT HERSHEY & HARRISBURG

MAY 25-27, 2024
RIVERFRONT PARK

[HARRISBURGPA.GOV/ARTSFEST](https://harrisburgpa.gov/artsfest)



ARTSFEST SPONSORSHIP

ABOUT THE FESTIVAL

Artsfest is a free 3-day festival held on Memorial Day Weekend each year. The festival features over 150 artisans from across the country, live entertainment, a kids zone, food trucks and more. This event attracts an art centric audience that is ready to shop.

YOUR SUPPORT MATTERS

All festival attractions and marketing pieces are funded entirely through sponsorships and vendor fees. Your support will help support the arts and present the City of Harrisburg as a desirable place to live, work and visit.

PROMOTE YOUR BRAND

Artsfest provides an excellent opportunity to promote your brand, reaching over 50,000 attendees and more than 157,000 people on Facebook alone.

ATTENDANCE

2023



50,000

DIGITAL REACH



157.9K REACH

11.8K RESPONSES

BILLBOARDS

+150K PLAYS



“

Happy to see Artsfest thriving...I love this festival & our charming Capitol City!

”

“

Artsfest seems to have really grown this year - very well attended.

”

“

Awesome event! Definitely coming back next year!

”

“

Best Harrisburg show in 25 years. Excellent all around.

”

EVENT SPONSORSHIPS

TITLE SPONSOR - \$10,000 (1 available)

- Naming rights for the Festival to include: company logo incorporated into event logo and included on all marketing materials and sponsor event signage, company name included in event wordmark (Example: Company Name Artsfest) and listed on press releases, social media, webpage, digital & printed event guides, etc.
- Clickable ad for your company displayed on the event webpage
- Company banner displayed at the event along the middle of the festival path
- 20x10 vendor space or (2) 10x10 vendor spaces at the event
- The opportunity to provide (3) company videos or graphics to be shared in the Facebook event
- Clickable full page ad in the digital and printed event guide
- Invitation to attend the festival press conference and to address the media directly
- Custom stage announcement to be read at least once each day at both stages. Recognition during stage announcements throughout the festival.

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 the top of the stage
- 10x10 vendor space near the stage
- Opportunity to provide (1) company video to be shared in the Facebook event
- Clickable half page ad in the digital and printed event guide
- Invitation to attend the event press conference and address the media directly
- Custom stage announcement to be read at least twice per day at the stage you sponsor. Recognition during both stage announcements throughout the festival.
- Logo placement on all event marketing materials, the event webpage, digital & printed event guides, and sponsor event signage. Company listed in press release and Facebook event.



EVENT SPONSOR - \$5,000 (4 available)

- 10x10 vendor space along the middle of the festival path
- Company banner displayed at the event along the middle of the festival path
- Opportunity to provide (1) company video to be shared on Facebook
- Clickable half page ad in the digital and printed event guide
- Invitation to attend the event press conference and to address the media directly
- Recognition during stage announcements throughout the festival
- Logo placement on all event marketing materials, the event webpage, digital & printed event guides, and sponsor event signage. Company listed in press release and Facebook event.

KIDSFEST SPONSOR - \$4,000 (1 available)

- 10x10 vendor space in the Kidsfest area
- Logo included on Kidsfest schedule banner & company banner along the middle of the festival path
- Clickable quarter page ad in the digital and printed event guide
- Invitation to attend the event press conference
- Recognition during stage announcements throughout the festival
- Logo placement on select event marketing materials (posters & banners), the event webpage, digital & printed event guides, and sponsor event signage. Company listed in press release and Facebook event.



COMMUNITY ART PROJECT SPONSOR - \$3,500-\$6,000 (varies based on project)

- 10x10 vendor space beside the Community Art Project tent
- Company banners displayed at the Community Art project tent & along the middle of the festival path
- Clickable quarter page ad in the digital and printed event guide
- Opportunity to choose a design concept and location within the City for final display (both must be agreed upon by event staff and artist). Options may include a painted mural, glass mosaic, etc that event attendees will get to create a small piece of during the event.
- Logo included with project details in the digital and printed event guide
- Invitation to attend the Festival press conference
- Recognition during stage announcements throughout the festival
- Logo placement on select event marketing materials (posters & banners), the event webpage, digital & printed event guides, and sponsor event signage. Company listed in press release and Facebook event.



COMMUNITY SPONSOR - \$1,000

- Recognition during stage announcements throughout the festival
- Company logo included on banner displayed at the event along the middle of the festival path
- Logo placement on select event marketing materials (posters & banners), the event webpage, digital & printed event guides, and sponsor event signage. Company listed in press release and Facebook event.

FRIEND OF THE FESTIVAL - \$500

- Company logo displayed on the Friends of the Festival sign along the middle of the festival path
- Company name & url listed on the City's website and digital event guide

ENTERTAINMENT SPONSOR - \$400

- Choice of group to sponsor at the Jazzfest Stage or Entertainment Stage. Groups are determined by a 3rd party booking agent and consist of primarily live bands, acoustic musicians. Once the schedule is established, entertainment sponsors will be able to choose a group to sponsor in the order the sponsorship forms were received. You may provide group recommendations, but we cannot guarantee the booking agent will include them in the lineup.
- Logo displayed on sign positioned on the stage during the chosen group's performance
- Company recognition before and after the performance of the chosen group

SPONSORSHIP FORM

We would like to sponsor the 2024 Artsfest at the following level (*please check appropriate box*)

Title Sponsor - \$10,000

Kidsfest Sponsor - \$4,000

Stage Sponsor - \$6,000

I prefer the Jazzfest stage located by Locust Street

I prefer the entertainment stage by Liberty Street

I have no preference

Community Art Project Sponsor - \$TBD based on project. We will work through your budget with artist but expect \$3,500-6,000.

Community Sponsor - \$1,000

Friend of the Festival - \$500

Event Sponsor - \$5,000

Entertainment Sponsor- \$400

_____ # of groups you'd like to sponsor

Confirmation of sponsorship is needed by April 5 for packages that offer logo inclusion on marketing materials. Sponsorship confirmations received after this time may miss some marketing benefits.

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 "City of Harrisburg" and directed to the City Government Center (10 N 2nd Street, Suite 304, Harrisburg, PA 17101)