

— 2024 —

# KIPONA

SPONSORED BY VISIT HERSHEY & HARRISBURG



## SPONSORSHIP OPPORTUNITIES

AUGUST 31 - SEPTEMBER 2, 2024

[HARRISBURGPA.GOV/KIPONA](https://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 a Native American Pow-Wow, Artist Market, Multicultural Celebration, kids activities, live music, fireworks, 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 27,000 people on the webpage alone.

# ATTENDANCE

2023



50,000

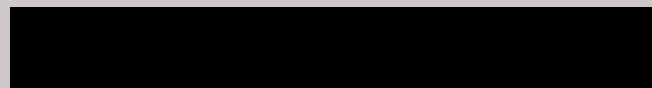
# DIGITAL REACH



150.6K REACH

10.5K RESPONSES

**BILLBOARDS**



525K IMPRESSIONS



“

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.

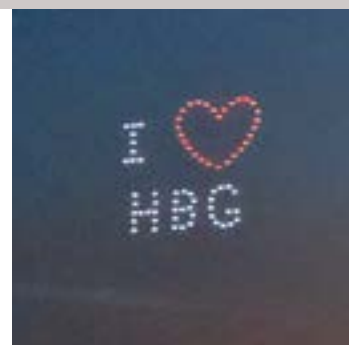
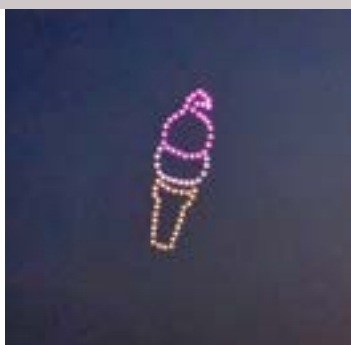
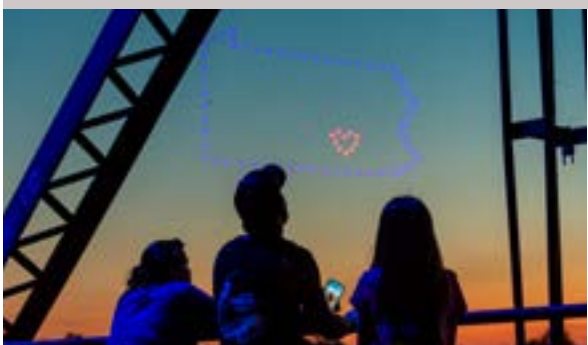
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# SPONSORSHIP PACKAGES

## DRONE SHOW SPONSOR - \$8,000 (1 available)

- Naming rights for the drone show which immediately precedes the fireworks show to include: company name included in drone show title (Example: Company Drone Show), logo placement on festival map & Facebook post
- Company logo or another mutually agreed upon design incorporated into the drone show
- (1) custom stage announcement for your company during the second day of the festival and recognition during all sponsor stage announcements throughout the festival
- Clickable half page ad for your company in the digital & printed event guide
- 10x10 vendor space
- Invitation to attend the event press conference
- Company banner displayed at the event along the middle of the festival path
- The opportunity to provide (2) company videos or graphics to be shared in the Facebook event
- 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.



## FIREWORKS SPONSOR - \$7,500 (1 available)

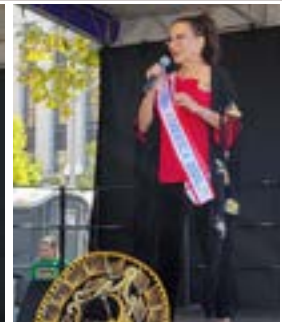
- Naming rights for the festival fireworks which immediately follow the drone show to include: company name included in fireworks title (Example: Company Fireworks Display), logo placement on festival map & Facebook post
- (2) custom stage announcements for your company during the the festival and recognition during all sponsor stage announcements throughout the festival.
- Clickable ad for your company on the event webpage
- Clickable full page ad for your company in the digital & printed event guide
- 10x10 vendor space
- Invitation to attend the event press conference and address the media directly
- Company banner displayed at the event along the middle of the festival path
- The opportunity to provide (2) company videos or graphics to be shared in the Facebook event
- 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.



### MULTICULTURAL CELEBRATION SPONSOR- \$6,000 (1 available)

*The Multicultural Celebration was a new addition to the festival last year and was well received. It featured a wide variety of dance troupes, vocalists, bands, and interactive demos. Examples include Latin bands, West African drumming lessons, spoken word poetry, Irish & Chinese dances, a Balkan band, and much more. Local cultural organizations also provided educational information from vendor booths.*

- Naming rights for the Multicultural Celebration Stage located beside Market Street to include: company name included in stage title (Example: Company Multicultural Celebration Stage) & logo placement on the festival map and Facebook post
- Exclusive banner with company logo placed at the top of the Multicultural Celebration stage
- Opportunity to have representatives from your company introduce all or select performance groups on one or more days of the festival
- 10x10 vendor space in the Multicultural Celebration area
- 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. Recognition during both stage announcements throughout the festival.
- Logo placement on all event marketing materials, the event webpage, digital & printed event guides, and



### STAGE SPONSOR- \$6,000 (CLAIMED)

- Same benefits as the Multicultural Celebration but for the stage located near State Street instead. This stage will feature bands and acoustic musicians in a variety of genres.



### ENTERTAINMENT SPONSOR - \$400

- Choice of group to sponsor at the Multicultural Stage or State Street Stage. Groups are determined by a 3rd party booking agent and consist of live bands, acoustic musicians, dance teams, vocalists, and more. 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

### **FAMILY FUN ZONE SPONSOR - \$5,000 (PENDING)**

- 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
- 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 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.

### **DOCK DOGS SPONSOR - \$1,500**

*The Keystone DockDogs is a non-profit club of DockDogs® Worldwide. Members consists of pet owners who adore their dogs and appreciate doing constructive activities with them. Your sponsorship funds to support this event during the Kipona Festival can be provided directly to them or to the City of Harrisburg's event team.*

- 10x10 vendor space at the Dock Dogs event location on City Island during the 2 days of competition. You may keep your booth set up on the final day of the festival as well if you'd like.
- Large company banner positioned on the dock during the event
- Opportunity to provide (1) company video or graphic to be shared in the festival Facebook event and the Keystone Dock Dogs Facebook page
- Logo placement on the event webpage, digital & printed event guides, and sponsor event signage



### **SUPPORTING SPONSOR - \$1,000**

- 20x10 vendor space
- Opportunity to provide (1) company video to be shared in the Facebook event
- Logo placement on the event webpage, digital & printed event guides, and sponsor event signage

### **COMMUNITY SPONSOR - \$500**

- 10x10 vendor space at the festival
- Logo placement on the event webpage, digital & printed event guides, and sponsor event signage

### **FRIEND OF THE FESTIVAL - \$250**

- Logo displayed on the Friends of the Festival sign along the middle of the festival path
- Company name listed on the event webpage and digital and printed event guides. Url will be included on website & digital event guide.



## NATIVE AMERICAN FESTIVAL SPONSORS:

*The 27th annual Native American Festival will share Native crafts, dance, music, and more with attendees each day of the Kipona Festival on City Island. Please help this tradition continue by supporting it at one of the levels listed below.*

### PRESENTING - \$3,000 (1 available)

- 1 banner with company logo on railing overlooking the City Island parking lot
- 2 banners with company logo in the Native American Festival area on City Island
- 10x10 vendor space in the Native American Festival area on City Island OR Walnut Street Bridge area
- Opportunity to provide (1) company video or graphic to be shared in the Facebook event
- Half page ad in the digital and printed event guide
- Invitation to attend the event press conference
- Recognition during all stage and Native American Festival 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.

### SUPPORTER - \$1,000 (3 available)

- 1 banner with company logo in the Native American Festival area on City Island
- 10x10 vendor space in the Native American Festival area on City Island
- Recognition during Native American Festival announcements throughout the festival
- Logo placement on the event webpage, digital & printed event guides, and sponsor event signage

### FRIEND - \$250

- Logo displayed on the Friends of the Festival sign at the Native American Festival
- Company name listed on the event webpage and digital and printed event guides. Url will be included on website & digital event guide.





# 2024 Sponsorship Form

We would like to sponsor the 2024 Kipona Festival at the following level:

☐ Drone Show Sponsor- \$8,000

☐ Multicultural Celebration Sponsor - \$6,000

☐ Fireworks Sponsor- \$7,500

(CLAIMED) Stage Sponsor - \$6,000

(PENDING) Family Fun Zone Sponsor - \$5,000

☐ Entertainment Sponsor- \$400/group

☐ Dock Dogs Sponsor - \$1,500

\_\_\_\_\_ # of groups you'd like to sponsor

☐ Supporting Sponsor - \$1,000

I prefer to sponsor a group performing on the:

☐ Community Sponsor - \$500

☐ Multicultural Stage

☐ Friend of the Festival - \$250

☐ Stage near State Street

Native American Festival Sponsor:

☐ I will decide after seeing the lineups

☐ Presenting - \$3,000

☐ Supporter - \$1,000

☐ Friend - \$250

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

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please submit your completed form to Cortney Ranck-Cameron at [clanckcameron@harrisburgpa.gov](mailto:clanckcameron@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.)