

**JULY 4TH**  
**FOOD TRUCK**  
*Festival*



**SPONSORED BY**  
**VISIT HERSHEY & HARRISBURG**

**July 4, 2024**  
**Riverfront Park • 1 - 9pm**

**[HARRISBURGPA.GOV/JULY4](https://HARRISBURGPA.GOV/JULY4)**



# 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 desirable place to live, work and visit.

## PROMOTE YOUR BRAND

With 50,000 attendees and local and regional exposure, this festival provides a unique opportunity to promote your business to attendees of all ages.

# ATTENDANCE

2023



50,000

# DIGITAL REACH



63.2K REACH

5.4K RESPONSES

## BILLBOARDS

+220K PLAYS



“

I look forward to this event every year! It is the highlight of my year!

”

“

Visit Harrisburg for the first time and had a great time! Food trucks & fireworks were great.

”

“

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

”

“

Everything was GREAT today, the fireworks were awesome!

”

# SPONSORSHIP PACKAGES

## **FIREWORKS SPONSOR - \$8,000 (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 have a representative announce the fireworks countdown and launch
- (2) custom stage announcements for your company during 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 event guide
- 20x10 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 (3) company videos or graphics to be shared in the Facebook event
- Logo placement on all event marketing materials, the event webpage, digital event guides, and sponsor event signage. Company listed in press release and Facebook event.

## **STAGE SPONSOR - \$4,000 (CLAIMED)**

- Naming rights for the stage to include: company name included in stage title (Example: Company Stage) & logo placement on festival map and Facebook post
- Opportunity to have a company representative introduce each act
- Custom stage announcement for your company to be read at least twice throughout the festival. Recognition during all sponsor stage announcements throughout the festival.
- Clickable quarter page ad for your company in the digital event guide
- 10x10 vendor space near the stage
- Exclusive banner with company logo at the top of the stage
- Company banner displayed at the event along the middle of the festival path
- The opportunity to provide (1) company video or graphic to be shared in the Facebook event
- Invitation to attend the festival press conference
- Logo placement on all event marketing materials, the event webpage, digital event guides, and sponsor event signage. Company listed in press release and Facebook event.



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



PHOTO BY SEAN SIMMERS | PENNLIVE

### **EVENT SPONSOR - \$2,500 (1 available)**

- 20x10 vendor space OR (2) 10x10 vendor spaces along the festival route
- The opportunity to provide (1) company video or graphic to be shared in the Facebook event
- Company 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 event guides, and sponsor event signage. Company listed in press release and Facebook event.

### **SUPPORTING SPONSOR - \$2,000 ( 2 available)**

- 10x10 vendor space along the festival route
- Company banner displayed at the event along the middle of the festival path
- Recognition during sponsor stage announcements throughout the festival
- Logo placement on select event marketing materials (posters & banners) , the event webpage, digital event guides, and sponsor event signage. Company listed in press release and Facebook event.

### **COMMUNITY SPONSOR - \$1,000 (2 available)**

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

### **FRIEND OF THE FESTIVAL - \$250 (6 available)**

- Company logo displayed on the Friends of the Festival banner 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 Live Music Stage. Groups are determined by a 3rd party booking agent and consist of live bands and 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 support the 2024 July 4th Food Truck Festival & Fireworks at the following level:

Fireworks Sponsor - \$8,500

Stage Sponsor - \$4,000

Family Fun Zone Sponsor - \$3,000

Event Sponsor - \$2,500

Supporting Sponsor - \$2,000

Community Sponsor - \$1,000

Friend of the Festival - \$250

Entertainment Sponsor - \$400

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

Confirmation of sponsorship is needed by May 3 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: \_\_\_\_\_

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.)