

2025

KIPONA



SPONSORSHIP OPPORTUNITIES

AUGUST 30 - SEPTEMBER 1, 2025

[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, Multicultural Celebration, live music stage, 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 Multicultural Celebration, Artist Market, live music, Family Fun Zone, Dock Dogs, giant puppet parade, 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 23,700 people on the webpage alone.

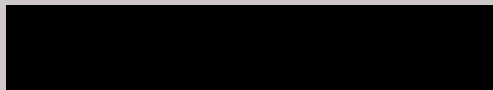
ATTENDANCE



50,000

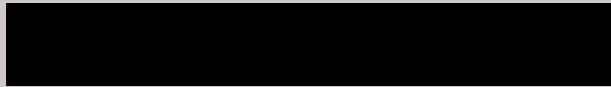
DIGITAL REACH

FACEBOOK EVENT



9.1K RESPONSES

BILLBOARDS



525K IMPRESSIONS



“

We had a lot of fun with our first time being here! My 2 year old loved the bubbles, music, & City Island train.

”

“

Had a wonderful day with my son, grandkids, and friends. We ate, enjoyed tons of kids activities, and went to City Island.

”

“

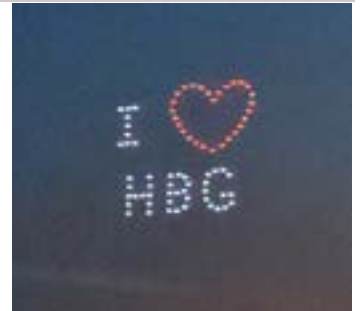
Hands down my most successful event ever!

”

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 leading up to the drone show and recognition during all sponsor stage announcements throughout the festival
- Clickable ad for your company on the event webpage
- 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 - \$7,000 (1 available)

- Naming rights for the festival fireworks which immediately follow the drone show to include: company name included in fireworks display title (Example: Company Fireworks Display), logo placement on festival map & Facebook post
- (1) custom stage announcement 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
- 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 features a wide variety of dance troupes, vocalists, bands, and interactive demos. Examples include Latin bands, West African drumming & Salsa lessons, Congolese hair braiding, Irish & Chinese dances, a Balkan band, and much more. Local cultural organizations also provide educational information from vendor booths. The Multicultural Celebration is located in Riverfront Park near Walnut Street.

- 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
- 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 Multicultural Celebration Stage. Recognition during announcements at both stages 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.



STAGE SPONSOR- \$6,000 (RESERVED)

The live music stage features 15+ full bands and acoustic performers in a wide variety of genres such as Rock, Pop, Country, Folk, and more. The live music stage is located in Riverfront Park near State Street alongside the family-friendly beer garden space.

- Same benefits as the Multicultural Celebration Sponsor but for the live music stage.



ENTERTAINMENT SPONSOR - \$300

Sponsor one of the entertainment groups at the Multicultural Stage or Live Music Stage. Once the schedules are 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 based on budget and availability.

- Logo displayed on sign positioned on the stage during the chosen group's performance
- Company recognition before and after the chosen group's performance

FAMILY FUN ZONE SPONSOR - \$5,000 (RESERVED)

- Naming rights for the Family Fun Zone: company name included in Family Fun Zone title (Example: Family Fun Zone sponsored by Company Name) & logo placement on festival map & Facebook post
- (2) banners 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 and 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.



KIDS ACTIVITY SPONSOR - \$300+

Sponsor one of the daily free kids activities offered in the Family Fun Zone. Choices include the Kid's Stage, Inflatable / Interactive attraction, Bubble Festival, Face Painter, and Balloon Animals. Pricing varies by activity - see pricing on last page.

- Logo displayed on sign positioned beside the chosen activity
- Company name and url listed on the event webpage

ADA SHUTTLE BUS SPONSOR - \$2,000 (1 available)

New this year, we plan to offer a free ADA accessible bus that loops between City Island and the festival area. This will be especially helpful for senior citizens that may struggle with the walk from City Island but prefer not to navigate parking on a City street. Our vendors will also greatly appreciate this service.

- Signage with company logo displayed in the window of the bus
- 10x10 vendor space
- 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 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 - \$1,000 (2 available)

The Keystone DockDogs is a 501c3 non-profit club of DockDogs® Worldwide. Dogs compete in long jump, high jump, and speed retrieve competitions at a large portable pool throughout the 3-day Kipona Festival. The event is open to members that compete with their dogs throughout the year and any dog owners from the public that want to try it out. It is open to dogs of all breeds and ages over 6 months. The event is located beside the Walnut Street pedestrian bridge on City Island. Your sponsorship funds to support this event can be provided directly to Keystone Dock Dogs or to the City of Harrisburg's event department.

- 10x10 vendor space at the Dock Dogs event location on City Island OR along the main festival path in Riverfront Park.
- Large company banner positioned on the pool 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



continue to next page....

GIANT PUPPET PARADE SPONSOR - \$1,000 (2 available)

The Giant Puppet Parade features a variety of water themed costumes and oversized puppets handcrafted by community members of all ages. One or more lead artists are commissioned to create giant puppets to guarantee some impressive displays. The parade is accompanied by a jazz band as it strolls along the main festival path from Walnut to Liberty Street. Prizes are awarded to the best youth, adult, and group entries. Your support will fund the prizes and commissioned artists.

- Naming rights for the Giant Puppet Parade: company name included in title (Example: Giant Puppet Parade sponsored by Company Name) & logo placement on the festival map and Facebook post
- 10x10 vendor space
- Company logo included on banner leading the parade. Opportunity to provide company volunteers to hold the banner.
- Opportunity to provide (1) company video or graphic to be shared in the festival Facebook event
- Logo placement on the event webpage, digital & printed event guides, and sponsor event signage



SUPPORTING SPONSOR - \$1,000

- 20x10 vendor space
- Logo placement on the event webpage, digital & printed event guides, and supporting sponsor banner. Url will be included on the event webpage.

COMMUNITY SPONSOR - \$500

- 10x10 vendor space at the festival
- Logo placement on the event webpage, digital & printed event guides, and community sponsor banner. Url will be included on the event webpage.

FRIEND OF THE FESTIVAL - \$250

- Logo displayed on the Friends of the Festival banner 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.

2025 Sponsorship Form

We would like to sponsor the 2025 Kipona Festival at the following level:

Drone Show Sponsor- \$8,000

Fireworks Sponsor- \$7,000

Multicultural Celebration Sponsor - \$6,000

Live Music Stage Sponsor - \$6,000

Entertainment Sponsor - \$300

I prefer to sponsor a group performing on the:

Multicultural Stage

Stage near State Street

I will decide after seeing the lineups

ADA Shuttle Bus Sponsor - \$2,000

Dock Dogs Sponsor - \$1,000

Giant Puppet Parade Sponsor - \$1,000

Family Fun Zone Sponsor - \$5,000

Kids Activity Sponsor

I prefer to sponsor the following activity:

Kids Stage (August 30) - \$400

Inflatable / Interactive (August 31) - \$400

Bubble Festival (Sept. 1) - \$400

Face Painter (August 30-September 1) -
\$300/day - _____ # of days

Balloon Animals (August 30-September 1) -
\$300/day - _____ # of days

Supporting Sponsor - \$1,000

Community Sponsor - \$500

Friend of the Festival - \$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: _____

Phone: _____ Email: _____

Please submit your completed form to Cortney Ranck-Cameron at cranckcameron@harrisburgpa.gov.
Checks should be made payable to the "City of Harrisburg" and mailed to the Special Events Office
(10 N 2nd Street, Suite 304, Harrisburg, PA 17101.)