



York City SPECIAL EVENTS

**Marketing & Sponsorship
Opportunities for 2017**



***Box Lunch Revue • Olde York Street Fair
Yorkfest Fine Arts Festival • Labor Day
Bike Night • Light Up York • New Year's Eve***



Celebrate York City with our annual special events

The City of York offers a wide variety of marketing and sponsorship opportunities, which allows special events to be FREE and open to all -- tax dollars are not used for their implementation.

These events are just some of the many reasons that York is such a great place to live, work, and play. On the following pages, you will find general options



for partnering with the City of York at special events this year. We welcome the opportunity to tailor these options to meet the individual wishes of sponsors.

For more information or to discuss options, please contact Mary Yeaple at events@yorkcity.org or (717) 353-4876.

Box Lunch Revue

May 2 - August 31, 2017 (Tuesdays & Thursdays) • Cherry Lane Park

Event description:

Thousands of attendees enjoy a leisurely lunch on Tuesdays and Thursdays listening to live music in Cherry Lane Park during the summer. From classical to jazz and swing to pop, school bands as well as regional and local performers entertain in this unique outdoor setting. (In the event of inclement weather, most performers can be moved indoors to nearby Central Market House.)

Average event attendance:

Hundreds of visitors per day / Approximately 6,000 throughout the entire concert series

Average demographics of attendees:

Business professionals, families from throughout York County, and courthouse jurors on lunch break

Sponsorship Opportunities Available:

Presenting Sponsor..... \$7,500

- Sponsor name as presenting sponsor
- Sponsor logo on all advertising and fliers
- Sponsor logo on www.yorkcity.org and link to sponsor's web site
- Sponsor logo on signboard at Market Street entrance of Cherry Lane
- Sponsor logo on umbrellas in Cherry Lane
- Opportunity for company exhibit in Cherry Lane for at least four days of programming and opportunity to distribute promotional materials throughout the entire concert series
- Acknowledgement on social media

Monthly Music Sponsor \$2,500 each

- Sponsor name as Music Sponsor for selected month
- Sponsor logo on fliers
- Sponsor logo on www.yorkcity.org/BoxLunchRevue
- Opportunity for company exhibit in Cherry Lane for two days of programming
- Opportunity to distribute promotional materials to guests one additional day
- Acknowledgement on social media



Benefactor Sponsor \$1,500 each

- Sponsor name listed on fliers
- Sponsor logo on www.yorkcity.org/BoxLunchRevue
- Opportunity for company exhibit in Cherry Lane for one day of programming
- Acknowledgement on social media

White Rose Community TV Sponsor \$800 each

- Sponsor name on www.yorkcity.org/BoxLunchRevue and www.WRCT.tv
- Acknowledgement at beginning and end of WRCT broadcast of two concerts of sponsor's choice (rebroadcast multiple times and also available online after most concerts) -- Dates must be arranged in advance
- Acknowledgement on social media

Patron Sponsor \$750 each

- Sponsor name listed on fliers
- Sponsor name on www.yorkcity.org/BoxLunchRevue
- Opportunity for company exhibit in Cherry Lane for one day of programming
- Acknowledgement on social media

Olde York Street Fair

Sunday, May 14, 2017 • In and around Continental Square

Event description:

The Olde York Street Fair has been a Mother's Day tradition for decades. This annual arts and crafts event is held in downtown York in and around Continental Square. Approximately 250 craft and food vendors line the streets to sell their goods while multiple live performance stages and strolling performers fill the air with music. A kid's fun block includes inflatables, games, face painting, and kid-friendly exhibits. The event is held rain or shine.

Average event attendance:

50,000

Average demographics of attendees:

York County families ranging in age from infants to senior citizens

Sponsorship Opportunities Available:

Presenting Sponsor..... \$13,000

- Sponsor name as presenting sponsor
- Sponsor logo on all advertising, posters, save-the-date cards, restaurant placemat ads, and event maps
- Sponsor logo on two street banners displayed for four weeks before the event
- Sponsor logo on www.yorkcity.org/OldeYorkStreetFair and link to sponsor's web site
- Sponsor banner displayed at event
- Acknowledgement during the event
- Prime location at Continental Square to distribute company information or sell company product
- Acknowledgement on social media

Kid's Fun Block Sponsor \$5,000

- Sponsor logo as Kid's Fun Block sponsor on all posters, save-the-date cards, and event maps
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on www.yorkcity.org/OldeYorkStreetFair and link to sponsor's web site
- Prime location at Kid's Fun Block event to distribute sponsor information or sell company product
- Acknowledgement on social media

**Performance Stage Sponsor
(multiple opportunities) \$1,500 each**

- Sponsor logo displayed on signage at stage
- Sponsor logo on all posters, save-the-date cards, and event maps
- Sponsor logo on www.yorkcity.org/OldeYorkStreetFair
- One vendor space to distribute sponsor information or sell company product
- Acknowledgement on social media

Shuttle Bus Sponsor (NEW!) \$1,500

- Sponsor logo displayed on signage, on bus, posters, save-the-date cards, and event maps
- Sponsor logo on www.yorkcity.org/OldeYorkStreetFair
- One vendor space to distribute sponsor information or sell company product
- Acknowledgement on social media

White Rose Community TV Sponsor \$800 each

- Sponsor name on www.yorkcity.org/OldeYorkStreetFair and www.WRCT.com
- Periodic acknowledgment during live broadcast on WRCT throughout the event (also rebroadcast and available online after the event)
- Acknowledgement on social media

Olde York Street Fair Friend \$750 each

- Sponsor listing on all posters
- Sponsor name displayed on signage at event
- Sponsor name on www.yorkcity.org/OldeYorkStreetFair
- Acknowledgement on social media

Yorkfest Fine Arts Festival

Saturday & Sunday, August 26 & 27, 2017 • Downtown York City

Event description:

York's premier fine arts festival along the Codorus Creek and Heritage Rail Trail in historic downtown York includes the Juried Arts Exhibition at Creative York, Festival Marketplace featuring juried artists from around the country, Art and Literary Competitions for adults and children, interactive hands-on art education projects, a free Saturday evening jazz concert, a variety of food vendors, walking tours of the York Murals, historical presentations, a poetry tent, and more. The event is held rain or shine.

Average event attendance:

25,000

Average demographics of attendees:

Families and their children from throughout Central Pennsylvania, Maryland and beyond

Sponsorship Opportunities:

Presenting Sponsor..... \$12,000

- Sponsor name as presenting sponsor
- Sponsor logo on all advertisements, posters, postcards, and restaurant placemat ads
- Sponsor name in all radio advertisements
- Sponsor logo on www.yorkcity.org/yorkfest and link to sponsor's web site
- Full-page color advertisement on the back page of Yorkfest program
- Sponsor logo on three street banners displayed in downtown York four weeks before the event
- Sponsor logo on at least three event billboards displayed three weeks before the event
- Sponsor logo on venue/directional signage at event
- Sponsor marketing or hospitality tent at event
- Reserved seating at evening concert
- Right to VIP reception space to entertain guests
- Acknowledgement on social media
- Opportunity to introduce Mayor Bracey at event press conference in March

Evening Concert Sponsor \$6,000

- Sponsor logo on all posters and promotional postcards
- Sponsor name in radio advertisements promoting evening concert
- Sponsor logo on www.yorkcity.org/yorkfest and link to sponsor's web site
- Full-page advertisement space in event program
- Sponsor name on signage displayed at event
- Marketing booth space at evening concert
- Reserved seating at concert
- Acknowledgement on social media
- Sponsor logo on promotional materials exclusively related to concert

Festival Marketplace Sponsor \$6,000

- Sponsor logo on all posters and promotional postcards
- Full page advertisement in event program
- Sponsor logo on www.yorkcity.org/yorkfest and link to sponsor's web site
- One booth space at the event
- Sponsor name on banner displayed at event
- Acknowledgement on social media

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Juried Exhibit Sponsor..... \$6,000

- Sponsor logo on all posters and postcards
- Full-page advertisement in event program
- Sponsor logo on www.yorkcity.org/yorkfest and link to sponsor's web site
- One booth space at the event
- Sponsor name on banner displayed at event
- Opportunity for company representative to speak at Juried Exhibit reception
- Logo on signage at Gallery to be displayed during the exhibit
- Acknowledgement on social media

Children's Area Sponsor \$4,500

- Sponsor logo on all posters and postcards
- Sponsor logo on www.yorkcity.org/yorkfest and link to sponsor's web site
- Sponsor banner displayed in Children's Area (if provided)
- Half-page advertisement in event program
- One booth space at the event
- Acknowledgement on social media

Culinary Arts Food Court Sponsor..... \$3,000

- Sponsor logo on all posters and postcards
- Sponsor name on www.yorkcity.org/yorkfest
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on sign at food court
- Sponsor logo in event program
- Quarter page advertisement in event program
- Acknowledgement on social media

Sidewalk Art Sponsor \$2,000

- Sponsor logo on posters
- Sponsor name on www.yorkcity.org/yorkfest
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on sign at the ChalkWalk area
- Sponsor logo in event program
- Acknowledgement on social media

Poetry Tent Sponsor \$2,000

- Sponsor logo on posters
- Sponsor name on www.yorkcity.org/yorkfest
- Sponsor banner displayed at tent (if provided)
- Sponsor logo in event program
- Acknowledgement on social media

Performance Stage Sponsors (multiple opportunities) \$1,750 each

- Sponsor logo on sign at stage
- Sponsor logo in event program
- Acknowledgement on social media

Benefactor Sponsor \$1,000 each

- Sponsor name in event program
- Sponsor name on sign board at event
- Acknowledgement on social media

Patron Sponsor \$500 each

- Sponsor name listed in event program
- Acknowledgement on social media



Labor Day Celebration



Monday, September 4, 2017 • Kiwanis Lake

Event description:

Attendees enjoy a day-long festival at Kiwanis Lake. The day begins with a fishing derby and follows with a yard sale, music, food, and fun. Fireworks cap off this family event.

Average event attendance:

2,000

Average demographics of attendees:

Families from throughout York County

Sponsorship Opportunities:

Patron Sponsor\$1,000 each

- Sponsor logo on fliers
- Sponsor logo on signboards throughout event
- Acknowledgement during the event
- Prime booth space at event to distribute company information
- Acknowledgement on social media

Benefactor Sponsor \$750 each

- Sponsor logo on fliers
- Sponsor logo on signboards throughout event
- Acknowledgement during the event
- Acknowledgement on social media

York Bike Night

presented by



Friday, September 29, 2017 • In and around Continental Square

Event description:

Attendees gather in downtown York to view the annual motorcycle parade. Spectators come from York and beyond to enjoy the parade of motorcycles plus live performance stages, great food and merchandise. Motorcycles line the city blocks where they are proudly displayed. This event also incorporates an annual themed display of motorcycles at Continental Square and voting for a People's Choice Award.

Average event attendance:

20,000

Average demographics of attendees:

Families and riding enthusiasts from York County and visiting from throughout the United States and Canada

Co-Sponsorship Opportunities:

Parade Sponsor \$3,500

- Sponsor name as parade sponsor
- Sponsor logo on posters, save-the-date cards, and program brochures
- Sponsor logo on www.yorkcity.org/BikeNight
- Sponsor banner displayed at event (if provided)
- Sponsor logo on signboards throughout event
- Sponsor logo on York Bike Night T-shirts
- Acknowledgement during the event and on social media
- Prime booth space at event to distribute company information

Souvenir Shirt Sponsor \$3,500

- Sponsor logo on posters, save-the-date cards, and program brochures
- Sponsor logo on www.yorkcity.org/BikeNight
- Sponsor banner displayed at event (if provided)
- Sponsor logo on signboards throughout event
- Sponsor logo on York Bike Night T-shirts
- Opportunity to provide bags with sponsor logo for merchandise trailer
- Acknowledgement during the event and on social media
- Prime booth space at event to distribute company information

Performance Stage Sponsors

(multiple opportunities) \$1,750 each

- Sponsor logo on posters, save-the-date cards, and program brochures
- Sponsor logo on www.yorkcity.org/BikeNight
- Sponsor logo displayed on signage at event
- Sponsor logo in event brochure distributed county-wide to hotels
- Acknowledgement on social media

White Rose Community Television

Sponsor..... \$800 each

- Sponsor name on www.yorkcity.org/BikeNight and www.WRCT.tv
- Acknowledgement during live broadcast of parade on WRCT (also rebroadcast and available online after the event)
- Acknowledgement on social media

Light Up York

powered by



Shiple
Energy™

Saturday, December 2, 2017 • Continental Square and nearby locations

Event description:

Attendees come together for family-friendly activities in multiple downtown locations throughout the day, including photos with Santa, a scavenger hunt, holiday party and cooking demonstrations, music and dance entertainment, a craft fair, fun photo props, and more, and then gather at Continental Square for the annual lighting of the York City Christmas tree. **NEW FOR 2017:** The event is moving from Friday night to Saturday during the day, to make it easier for families to attend. Several new elements are being introduced to take advantage of additional daylight hours.

Average event attendance:

5,000

Average demographics of attendees:

Families from throughout York County



Co-Sponsorship Opportunities:

Entertainment Sponsor (multiple opportunities available) \$1,500

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on www.yorkcity.org/LightUpYork
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

Children's Activity Area Sponsor \$1,500

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on www.yorkcity.org/LightUpYork
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

Scavenger Hunt Sponsor (NEW!) \$1,500

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on www.yorkcity.org/LightUpYork
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

White Rose Community Television Sponsor \$800 each

- Sponsor name on www.yorkcity.org/LightUpYork and www.WRCT.tv
- Acknowledgement during broadcast on WRCT after the event (rebroadcast multiple times after the event and also available online)
- Acknowledgement on social media

New Year's Eve

presented by



Sunday, December 31, 2017 • Central Market & Continental Square

Event description:

Our New Year's Eve celebration includes a special early-evening Children's Countdown inside Central Market with family-friendly entertainment, hats and noisemakers for the youngsters, and a balloon drop countdown. As midnight approaches, the community gathers in Continental Square to ring in the New Year with a countdown, the dropping of the white rose, and a spectacular fireworks display.

Average event attendance:

5,000 over the course of the evening

Average demographics of attendees:

Families from throughout York County and central Pennsylvania

Sponsorship Opportunities:

Children's Countdown Sponsor \$3,000

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on www.yorkcity.org/NYE
- Sponsor banner displayed at Central Market (if provided)
- Opportunity to have a space at Central Market for company promotion and activities
- Logo on signage at event
- Acknowledgement on social media

Hats and Noisemakers Sponsor (multiple opportunities available) \$1,500 each

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on event signage
- Prime booth space at event to distribute company information adjacent to area where complimentary hats and noisemakers are given out to attendees
- Acknowledgement on social media

Entertainment Sponsor (multiple opportunities available) \$1,500 each

- Sponsor logo on posters and save-the-date cards
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

Patron Sponsor \$750 each

- Sponsor name on posters and event signage
- Acknowledgement on social media





York City Recreation & Parks

101 South George Street • PO Box 509 • York, PA 17405 • 717-854-1587 • events@yorkcity.org

www.yorkcity.org/annual-events

Special Events Recorded Info Line: 717-849-2217



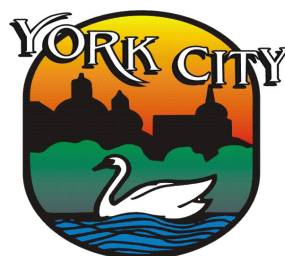
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CITY OF YORK

Mayor C. Kim Bracey