



**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 -- City 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](mailto:events@yorkcity.org) or (717) 680-1676.***



# Box Lunch Revue

May 1 - August 30, 2018 • Cherry Lane Park

Tuesdays, Wednesdays, and Thursdays in May

Tuesdays and Thursdays during June, July and August

## ***Event description:***

Thousands of attendees enjoy a leisurely lunch while 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 move indoors to nearby Central Market.)

## ***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](http://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](http://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](http://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](http://www.yorkcity.org/BoxLunchRevue) and [www.WRCT.tv](http://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)
- Acknowledgement on signage at Cherry Lane
- Acknowledgement on social media

### **Patron Sponsor ..... \$750 each**

- Sponsor name listed on fliers
- Sponsor name on [www.yorkcity.org/BoxLunchRevue](http://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 13, 2018 • 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 areas 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, postcards, restaurant placemat ads, and event maps
- Sponsor logo on [www.yorkcity.org/OldeYorkStreetFair](http://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
- Additional benefits to be custom tailored for presenting sponsor

### **Kid's Fun Block Sponsor ..... \$5,000**

- Sponsor logo as Kid's Fun Block sponsor on all posters, postcards, and event maps
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on [www.yorkcity.org/OldeYorkStreetFair](http://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

### **Entertainment Sponsor ..... \$1,500 each**

- Sponsor logo displayed on signage at performance area
- Sponsor logo on all posters, postcards, and event maps
- Sponsor logo on [www.yorkcity.org/OldeYorkStreetFair](http://www.yorkcity.org/OldeYorkStreetFair)
- One vendor space to distribute sponsor information or sell company product
- Acknowledgement on social media

### **Shuttle Bus Sponsor..... \$1,500 each**

- Sponsor logo displayed on signage, on bus, posters, postcards, and event maps
- Sponsor logo on [www.yorkcity.org/OldeYorkStreetFair](http://www.yorkcity.org/OldeYorkStreetFair)
- One vendor space to distribute sponsor information or sell company product
- Acknowledgement on social media

### **Scavenger Hunt Sponsor ..... \$1,500**

- Sponsor logo displayed on signage, posters, postcards, event maps, and scavenger hunt giveaway item
- Sponsor logo on [www.yorkcity.org/OldeYorkStreetFair](http://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**

- Sponsor name on [www.yorkcity.org/OldeYorkStreetFair](http://www.yorkcity.org/OldeYorkStreetFair) and [www.WRCT.tv](http://www.WRCT.tv)
- Periodic acknowledgement during live broadcast on WRCT throughout the event (also rebroadcast and available online after the event)
- Acknowledgement on social media

### **Patron Sponsor..... \$750 each**

- Sponsor listing on all posters
- Sponsor name displayed on signage at event
- Sponsor name on [www.yorkcity.org/OldeYorkStreetFair](http://www.yorkcity.org/OldeYorkStreetFair)
- Acknowledgement on social media

# Yorkfest Fine Arts Festival

**Saturday & Sunday, August 25 & 26, 2018 • Downtown York**

## ***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 literary 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](http://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 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 Helfrich at Yorkfest press conference in March
- Additional benefits to be custom tailored for presenting sponsor

### **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](http://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](http://www.yorkcity.org/yorkfest) and link to sponsor's web site
- One booth space at the event
- Sponsor logo on banner displayed at event
- Sponsor logo on individual artists' booth spaces throughout Festival Marketplace
- 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](http://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

### **Hands-on Art Activity Area Sponsor..... \$3,000**

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

### **Culinary Arts Sponsor ..... \$3,000**

- Sponsor logo on all posters and postcards
- Sponsor name on [www.yorkcity.org/yorkfest](http://www.yorkcity.org/yorkfest)
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on directional signs
- 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](http://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



### **Literary Tent Sponsor ..... \$2,000**

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

### **Youth Art & Literary Exhibit**

#### **Sponsor..... \$2,000**

- Sponsor logo on sign at area
- Sponsor logo in event program
- Acknowledgement on social media
- Opportunity to participate in awards ceremony on Sunday afternoon

### **Entertainment Sponsor..... \$1,750 each**

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

### **Spin Art Bike Sponsor..... \$1,500 each**

- Sponsor logo on sign at area
- 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

*presented by*



**Monday, September 3, 2018 • Kiwanis Lake**

***Event description:***

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

***Average event attendance:***

2,000

***Average demographics of attendees:***

Families from throughout York County

***Co-Sponsorship Opportunities:***

**Patron Sponsor ..... \$1,000**

- 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**

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

# York Bike Night

presented by



**Saturday, September 22, 2018 • 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 areas, great food and merchandise. Motorcycles line the city blocks where they are proudly displayed.

## ***Average event attendance:***

20,000

**NEW DAY  
& TIMES  
for 2018!**

## ***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, postcards, and program brochures
- Sponsor logo on [www.yorkcity.org/BikeNight](http://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, postcards, and program brochures
- Sponsor logo on [www.yorkcity.org/BikeNight](http://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 Area Sponsor ..... \$1,750 each**

- Sponsor logo on posters, postcards, and program brochures
- Sponsor logo on [www.yorkcity.org/BikeNight](http://www.yorkcity.org/BikeNight)
- Sponsor logo displayed on signage at performance area
- Acknowledgement on social media

### **Patron Sponsor ..... \$1,000 each**

- Sponsor logo on posters and program brochures
- Sponsor logo on [www.yorkcity.org/BikeNight](http://www.yorkcity.org/BikeNight)
- Sponsor logo displayed on signage at event
- Acknowledgement on social media

### **White Rose Community Television Sponsor ..... \$800**

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



# Light Up York

*presented by*



**Saturday, December 1, 2018 • Continental Square and nearby locations**

## ***Event description:***

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 including a jumbo human snow globe, and more, followed by the annual lighting of the York City Christmas tree at Continental Square.

## ***Average event attendance:***

5,000

## ***Average demographics of attendees:***

Families from throughout York County

## ***Co-Sponsorship Opportunities:***

### **Entertainment Sponsor..... \$2,000 each**

- Sponsor logo on posters and postcards
- Sponsor logo on [www.yorkcity.org/LightUpYork](http://www.yorkcity.org/LightUpYork)
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

### **Craft or Workshop Area Sponsor..... \$1,500 each**

- Sponsor logo on posters and postcards
- Sponsor logo on [www.yorkcity.org/LightUpYork](http://www.yorkcity.org/LightUpYork)
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

### **Photo Props Sponsor..... \$1,500 each**

- Sponsor logo on posters and postcards
- Sponsor logo on [www.yorkcity.org/LightUpYork](http://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 ..... \$1,500**

- Sponsor logo on posters and postcards
- Sponsor logo on [www.yorkcity.org/LightUpYork](http://www.yorkcity.org/LightUpYork)
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

### **Reindeer Sponsor ..... \$1,500**

- Sponsor logo on posters and postcards
- Sponsor logo on [www.yorkcity.org/LightUpYork](http://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 TV Sponsor ..... \$800**

- Sponsor name on [www.yorkcity.org/LightUpYork](http://www.yorkcity.org/LightUpYork) and [www.WRCT.tv](http://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

**Monday, December 31, 2018 • Multiple Downtown Locations**

## ***Event description:***

Our New Year's Eve celebration includes a special early-evening Children's Countdown inside Central Market and nearby locations 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 DJ Dance Party, a countdown to midnight, 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:***

### **Fireworks Sponsor .....\$5,000 each**

- Sponsor logo in all advertising, posters, postcards, and restaurant placemat ads
- Sponsor logo on [www.yorkcity.org/NYE](http://www.yorkcity.org/NYE)
- Sponsor banner displayed at Continental Square (if provided)
- Opportunity to have a space at Central Market and Continental Square for company promotion and activities
- Logo on signage at event
- Acknowledgement on social media

### **Children's Countdown Sponsor .....\$5,000 each**

- Sponsor logo in all advertising, posters, postcards, and restaurant placemat ads
- Sponsor logo on [www.yorkcity.org/NYE](http://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 .....\$1,500 each**

- Sponsor logo on posters and postcards
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

### **Entertainment Sponsor .....\$1,500 each**

- Sponsor logo on posters and postcards
- 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





***For more information or to discuss options, please contact Mary Yeaple at [events@yorkcity.org](mailto:events@yorkcity.org) or (717) 680-1676.***





# York City Recreation & Parks

101 South George Street • PO Box 509 • York, PA 17405 • 717-854-1587 • [events@yorkcity.org](mailto:events@yorkcity.org)

**[www.yorkcity.org/annual-events](http://www.yorkcity.org/annual-events)**

Special Events Recorded Info Line: 717-849-2217



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