



York City Special Events 2019 Sponsorship & Marketing Opportunities

**Box Lunch Revue • Olde York Street Fair
Yorkfest Fine Arts Festival • Labor Day
York 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 or (717) 680-1676.

Box Lunch Revue

May 1 - August 29, 2019 • 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, tourists, 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 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 throughout the month
- 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 two days of programming
- Acknowledgement on social media

White Rose Community TV Sponsor \$900 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)
- 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
- Opportunity for company exhibit in Cherry Lane for one day of programming
- Acknowledgement on social media



Olde York Street Fair

Sunday, May 12, 2019 • 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:

40,000

Average demographics of attendees:

York County families ranging in age from infants to senior citizens

Sponsorship Opportunities Available:

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

- 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 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, event maps and inflatables wristbands
- 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

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
- 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
- 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, on posters, postcards, event maps, and scavenger hunt giveaway item
- 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 \$900

- Sponsor name on www.yorkcity.org/OldeYorkStreetFair and 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
- Acknowledgement on social media

Yorkfest Fine Arts Festival

Saturday & Sunday, August 24 & 25, 2019 • Downtown York
Opening ceremonies on Friday, August 23, 2019

Event description:

York's premier fine arts festival in and around the Colonial Complex and along the Heritage Rail Trail in historic downtown York includes the Juried Arts Exhibition at Creative York, Festival Marketplace featuring 100 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, tours, historical presentations, a literary tent, evening Silent Disco, and more. The event is held rain or shine.

Average event attendance:

25,000

Average demographics of attendees:

Art lovers and 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, restaurant placemat ads, and novelty item for artists
- 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 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 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 logo on banner displayed at event
- Sponsor logo on individual artists' booth signs throughout Festival Marketplace
- Acknowledgement on social media

(continued on next page)

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

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

- 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 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
- Sponsor banner displayed in event area (if provided)
- Sponsor logo in event program
- Quarter page advertisement in event program
- Acknowledgement on social media

Silent Disco Sponsor \$2,500

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

Youth Art & Literary Exhibit

Sponsor..... \$2,500

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

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

Literary 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

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 2, 2019 • 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 21, 2019 • In and around Continental Square

Event description:

Held in conjunction with York Bike Week, attendees gather in downtown York to view the annual motorcycle parade and to enjoy live performance areas, merchandise vendors and exhibitors, demos, and a variety of food. Motorcycles line multiple city blocks where they are proudly displayed. All makes and models are welcome.

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, postcards, 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, postcards, 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 Area Sponsor \$1,750 each

- Sponsor logo on posters, postcards, and program brochures
- Sponsor logo on 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
- Sponsor logo displayed on signage at event
- Acknowledgement on social media

White Rose Community Television

Sponsor \$900

- 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 and in program brochure

Light Up York

presented by



Saturday, December 7, 2019 • 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
- 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
- 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
- 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
- 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
- Sponsor logo on event signage
- Prime booth space at event to distribute company information
- Acknowledgement on social media

White Rose Community TV Sponsor \$900

- 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

Tuesday, December 31, 2019 • Downtown

Event description:

Our New Year's Eve celebration includes a special early-evening Children's Countdown inside the Voni Grimes Gym 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 \$6,000

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

Children's Countdown Sponsor \$6,000

- Sponsor logo in all advertising, posters, postcards, and restaurant placemat ads
- Sponsor logo on www.yorkcity.org/NYE
- Sponsor banner displayed at Central Market (if provided)
- Opportunity to have a space at Voni Grimes Gym 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 or (717) 680-1676.



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



/YorkCitySpecialEvents



@YorkCityEvents



/YorkCitySpecialEvents

