

2012

SHAWNEE MOUNTAIN FESTIVALS & EVENTS
SPONSORSHIP PROGRAM

MARKETPLACE, EXHIBITOR & MEDAL LEVELS



NEW FOR 2012
KIDZ MINI-MUD RUN



FESTIVAL LINE-UP

Summer & Fall Event Schedule

Shawnee Celtic Festival

May 26 & 27 • 11:00 am - 6:00 pm

The sights and sounds of the Emerald Isles and Scottish Highlands are coming to the Poconos with non-stop Celtic music on three stages, a bagpipers' parade and Celtic jam, working sheep dogs, Irish step dancers, and a variety of Celtic craft and food vendors!

Poconos' Wurst Festival

July 14 & 15 • 12:00 pm - 7:00 pm / 6:00 pm Sunday

This Oktoberfest in July is back for its third year with even more wursts, wieners, kielbasa, pierogies and crafted brews! Featuring various Polka bands and German Oom Pa Pa bands, Polish & German dancers and craft vendors, you're sure to have the best of times at the Poconos' Wurst Festival. Back again by popular demand - Jimmy Sturr and his Orchestra will be headlining the festival's live entertainment line-up.

Shawnee Mountain Mud Run & Kidz Mini-Mud Run

August 18 • 10:00 am - 5:00 pm

A 5K mountain trail run & Mini-Mud Run for the Kidz, with natural & man-made obstacles, challenging ups and downs, rocky, wooded and wet terrain, shallow water crossings and lots of Mountain MUD! All on Shawnee Mountain trails and grounds. There will also be a post race BBQ, live music, raffle and awards.



Pocono Garlic Festival

September 1 & 2 • 10:00 am - 6:00 pm

A legendary local favorite! Now in its 17th year, this event will once again fill the Poconos with the aroma of garlic-y goodness over Labor Day weekend. Over 50 food and craft vendors, a showcase of local musical talent on 3 stages, educational demonstrations and plenty of children's activities make this a great family event!

PRCA Rodeo & Chili Cook-Off

September 22 & 23 • 11:30 am - 5:00 pm

It's a rip-roarin' real live Rodeo in the Poconos! Come experience the thrill of professional cowboys competing in fully sanctioned PRCA events including saddle bronc riding, bareback bronc riding, bull riding, calf roping, team roping and bull dogging. Professional cowgirls will also be competing in barrel racing. Live country music, line dancing and craft and food vendors add to the weekend festivities. Come early for the 5th annual Chili Cook-Off and sample some of the Poconos' finest chilis!

Autumn Timber Festival

October 6 & 7 • 11:00 am - 6:00 pm

Catch a glimpse of nature's splendor at beautiful Shawnee Mountain during prime fall foliage time in the Poconos! Join us for this action packed autumn event including lumberjack demonstrations, chain saw sculptures, live music, children's activities and food and craft vendors galore.



WHY BECOME A SPONSOR?

The Positive Marketing Effects of Event Sponsorship

Connect With the Community and Your Marketplace

Consumers like to see local & regional businesses involved in outside events within the community. Talk to customers from your market area in a relaxed setting.

Brand Awareness & Messaging

Spread the awareness of your brand through web page logo/banner ads, logo/name on printed promotional materials, logo/name on social media networks and prominent on-site signage.

Direct Product Sales & Sampling

Provide samples of your product and/or sell them directly to festival attendees.

Hospitality Ticket Packages

Thank your customers and reward your employees using festival tickets.

Increased Brand Exposure Online & Through Social Media

Logo and company link on Facebook, Twitter, Mobile Website, Event Website.

Break out of “Marketing Insanity”

i.e. Following the same marketing plan year after year and expecting a different result? Add sponsorship marketing and get a “better result.”



QUESTIONS?
Get in Touch with Us

Kevin Adams - Sales Director
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EVENT MARKETING STATISTICS!

Attendees, Operating Budget and Marketing Data

Attendance

4,000 to 12,000 attendees per event.

Attendees - Geographical Location

Attendees travel from up to 3-hours away.

Pennsylvania: Monroe, Pike counties; metropolitan and surrounding areas of Scranton/Wilkes-Barre, Lehigh Valley, Philadelphia

New Jersey: All counties, all major cities

New York: NYC & adjoining boroughs; Long Island counties

Attendees - Types & Ages

Primarily families with children ages 0-13 years old, active seniors, couples and young adults ages 21-35 years old.

Attendees - Lifestyle

Attendees are active socially, enjoy travelling and snow sports, possess above average income and tend to have a college education or better.

Marketing Budget

The average marketing budget is \$15,000 per event, using billboards, TV, radio (including public radio), as well as various print/digital medium such as posters, newspapers, mobile website, Facebook, etc. Periodic press releases and e-newsletter distributions further enhance event awareness.

Email Database, Mobile & Social Media

In excess of 25,000 addresses developed from event and snow sports data resources and an additional 5,900+ active monthly Facebook and 1,200+ active mobile "text club" members.



PLEASE JOIN US...
It's Going to be a Great Year!



MEDAL SPONSORSHIPS

Benefits & Marketing Features

Bronze \$500.00/Event

- Bronze level logo position on posters and other printed medium
- Bronze level logo position on email promotions & festival schedule
- Bronze level logo position on Facebook event page
- Ad banner (120 X 60) on festival web page
- 10 festival hospitality tickets

Silver \$1,000.00/Event

- Silver level logo position on posters and other printed medium
- Silver level logo position on email promotions & festival schedule
- Silver level logo position on Facebook & Mobile event page
- Banner sign placed prominently on the festival grounds (banner to be supplied by sponsor)
- Ad banner (120 X 90) on festival web page
- 20 festival hospitality tickets

Gold \$3,000.00/Event

- On-site exhibitor space (12'x12') for 2 days for product sampling & demonstrations and information displays
- Stage announcements promoting your brand and presence at the festival
- One activity or entertainment stage officially named for your company
- Banner sign placed prominently on the festival grounds (banner to be supplied by sponsor)
- Gold level logo position on selected printed medium such as posters, festival programs and other printed advertisements
- Gold level logo position on email promotions, festival schedule and ticket windows
- Gold level logo position on Facebook & Mobile event page
- Ad banner (120 X 240) on festival web page
- 50 festival hospitality tickets

Platinum All Event Sponsor

- Become a sponsor for all of our festivals
- Call for details. 570-421-7231 ext 233

EXHIBITING SPONSOR

Benefits & Marketing Features

\$2,500.00

- On-site exhibitor space (12'x12') for 2 days for product sampling & demonstrations and information displays (electric additional)
- Stage announcements promoting your brand and presence at the festival
- One activity or entertainment stage officially named for your company
- Banner sign placed prominently on the festival grounds (banner to be supplied by sponsor)
- Name/Logo inclusion on selected printed medium such as posters, festival programs and other printed advertisements
- Banner ad (120 x 240) and link on the appropriate festival web page
- Name/logo inclusion and contact information on Facebook event page
- Name/logo inclusion in all email promotions of the appropriate festival

+ Add-On Opportunities to Medal & Exhibiting Sponsorships

- Exclusive Event Title Sponsorship: +\$7,500.00
- Entertainment/Artist Sponsorship: +\$700.00 - \$2,500.00



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MARKETPLACE SPONSOR

Benefits & Marketing Features

\$599.00

- On-site vending presence for 2 days (12'x12') (electricity extra).
- Banner ad (120x60) on the appropriate festival web page
- 2 additional hospitality tickets each day.

Marketplace Sponsorship is not available for the Pocono Garlic Festival

ADDITIONAL OPPORTUNITIES

In-Kind, Mobile Content & Mud Run Programs

In-Kind Sponsor = Maximum Exposure at Minimum Cost

- If your organization has a product or service that may be used to offset festival expenses, we are interested in speaking with you.

Mobile Content Sponsorship \$250.00/Event or \$1,200.00 for all Events

- Get your name out there and have it visible to hundreds of mobile device users.
- On average, our mobile website receives 1,500 - 3,000 unique visits per month.
- Rotating banner ad (320x75). Up to 3 ads can be displayed in a rotating cycle.

Shawnee Mountain Mud Run - "Expanded Event for 2012"

- Promote to this highly targeted sports group; 1k, 3k and 5k sponsorship levels available.
- Obstacle sponsorships - \$100.00 - All proceeds directly benefit the Pocono Chapter of "Girls on the Run"

NEXT STEPS

Get Involved in a Better Marketing Outcome

Determine Your Sponsorship Level

- Medal Sponsorships: Bronze, Silver & Gold Levels
- Exhibiting Sponsor
- Marketplace Sponsor
- In-Kind Sponsor

Pick Your Event(s)

- Shawnee Celtic Festival
- Poconos' Wurst Festival
- Shawnee Mountain Mud Run
- Pocono Garlic Festival
- Shawnee Mountain Rodeo & Chili Cook-Off
- Autumn Timber Festival
- All Festivals

Contact Us

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