

2023 Shawnee Mountain Festival Season

SPONSORSHIP PROGRAM

Expose yourself... to potential customers and sales opportunities!



Festival Sponsorship Bundle includes:

FIREWORKS DISPLAY

Saturday, July 1st, 2022

FOOD TRUCK FESTIVAL

Sat. & Sun. September 30th
& October 1st, 2023



WHY BECOME A FESTIVAL SPONSOR?

The Positive Marketing Effects of Event Sponsorship: Gain increased community exposure and brand recognition to an all new, highly targeted audience that your traditional marketing plan now overlooks.

OUR AUDIENCE IS YOUR AUDIENCE

- Attendees from eastern PA, all NJ counties, NYC Metro Area, and Long Island.
- Families with children ages 0 - 13 years old, empty nesters, young couples, and active seniors.
- Attendees are socially active, enjoy travelling, possess above average income (and savings), and tend to have a college degree or higher.

OUR REACH BY THE NUMBERS

- 322,000 + Active opt-in and segmented email subscribers
- 41,000 + Connections through social media
Facebook, Instagram, and TikTok
- 23,000 + Annual page views on our event webpages
- 5,000 + Weekend event attendees
- 1,000 + Text subscribers
- 3 + States represented by festival attendees
Pennsylvania, New Jersey, New York
- 1 + Great marketing idea



EVENT SPONSORSHIP MARKETING LEVELS & BENEFITS

2023 Festival Sponsorship Bundle	Gold - \$350	Silver - \$250	Bronze - \$100
Logo with link on event webpage	✓	✓	✓
Logo presence on event posts & emails	✓	✓	✓
Event-managed distribution of your product promotional materials	✓	✓	
Promo banner* in high traffic area	✓		
Post on Shawnee's social profiles	✓		

* sponsor to provide banner

** an in-feed post on Facebook and Instagram dedicated to content of sponsor's choosing, to be posted during festival season. Shawnee marketing staff have the right to veto content that would not perform well on our social channels based on images or wording provided.

BECOME A FESTIVAL SPONSOR! CONTACT KEVIN ADAMS TODAY

Sponsorship Sales | 570-421-7231 ext. 233 | kadams@shawneemt.com