

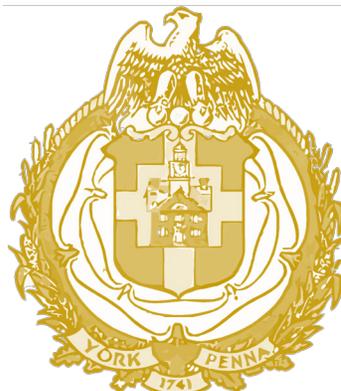
Marketing & Sponsorship Opportunities for

2016
York City
SPECIAL EVENTS



Box Lunch Revue
Yorkfest Fine Arts Festival
Light Up Night

Olde York Street Fair
Bike Night
New Year's Eve



275TH ANNIVERSARY
1741-2016

Celebrate York City with our annual special events



Cover photo from 2015 Light Up Night by Rob Myers of McCallister & Myers.

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.**

Box Lunch Revue1

Tuesdays & Thursdays, May 3 through August 30

6,000 visitors over the season

Olde York Street Fair 2

Sunday, May 8

60,000 visitors

Yorkfest Fine Arts Festival..... 3

Saturday & Sunday, August 27 & 28

25,000 visitors

York Bike Night 5

Friday, September 23

20,000 visitors

Light Up Night..... 6

Friday, December 2

5,000 visitors

New Year's Eve7

Thursday, December 31

5,000 visitors

For more information or to discuss options, please email events@yorkcity.org or call (717) 353-4876.

Box Lunch Revue

May 3 - August 30, 2016 (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 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:

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 permanent signboard at Market Street entrance of Cherry Lane
- Sponsor logo on umbrellas in Cherry Lane
- Opportunity for company exhibit in Cherry Lane for four days of programming
- Acknowledgement on social media

Music Sponsor \$2,500

- Sponsor name as Music Sponsor
- Sponsor logo on fliers
- Sponsor logo on www.yorkcity.org
- 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 \$1,400 each

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

Patron Sponsors \$750 each

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

White Rose Community Television Sponsors \$500 each

- Sponsor name on www.yorkcity.org and www.WRCT.tv
- Acknowledgement at beginning and end of each WRCT broadcast of two Box Lunch Revue concerts of sponsor's choice (rebroadcast multiple times and also available online after most concerts)
- Acknowledgement on social media

For more information or to discuss options: events@yorkcity.org or (717) 353-4876

Olde York Street Fair

Sunday, May 8, 2016 • 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 (Market and George Streets). 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:

60,000

Average demographics of attendees:

York County families ranging in age from infants to senior citizens

Sponsorship Opportunities:

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

- Sponsor name as presenting sponsor
- Sponsor logo on all advertising, fliers and posters, save-the-date cards, and restaurant placemat ads
- Sponsor logo on a street banner displayed at Continental Square for two weeks before the event
- Sponsor logo on www.yorkcity.org 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 fliers, posters and save-the-date cards
- Sponsor banner displayed in event area (if provided)
- Sponsor logo on www.yorkcity.org 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 Sponsors (four stages)..... \$1,500 each

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

Olde York Street Fair Friend..... \$750 each

- Sponsor listing in all fliers and posters
- Sponsor name displayed on signage at event
- Sponsor name on www.yorkcity.org
- Acknowledgement on social media

White Rose Community Television Sponsor..... \$500 each

- Sponsor name on www.yorkcity.org 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

For more information or to discuss options: events@yorkcity.org or (717) 353-4876

Yorkfest Fine Arts Festival

Saturday & Sunday, August 27 & 29, 2016 • 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, Festival Marketplace, Art and Literary Competitions for adults and children, hands-on art education projects, a Saturday evening jazz concert, a variety of food vendors, 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 and Maryland

Sponsorship Opportunities:

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

- Sponsor name as presenting sponsor
- Sponsor logo on all advertisements and email promotions
- Sponsor logo on all posters, postcards, and restaurant placemat ads
- Sponsor name in all radio advertisements
- Sponsor logo on www.yorkcity.org and link to sponsor’s web site
- Full-page color advertisement on the back page of Yorkfest program
- Sponsor logo on street banners displayed in downtown York two weeks before the event
- Sponsor name on two event area banners
- Sponsor logo on event billboards
- Sponsor logo on all venue/directional signage at event
- Sponsor marketing 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 (tentatively scheduled for March 30, 2016)

Evening Concert Sponsor.....\$6,000

- Sponsor logo on all posters and promotional postcards
- Sponsor name in email promotions
- Sponsor name in radio advertisements promoting evening concert
- Sponsor logo on www.yorkcity.org 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 advertisements exclusively related to concert

Festival Marketplace Sponsor.....\$6,000

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

Juried Exhibit Sponsor\$6,000

- Sponsor logo on all posters and postcards
- Sponsor name in email promotions
- Full-page advertisement in event program
- Sponsor logo on www.yorkcity.org 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 name in email promotions
- Sponsor logo on www.yorkcity.org 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 in email promotions
- Sponsor name on www.yorkcity.org
- Sponsor name on sign at food court
- Sponsor name in event program
- Quarter page advertisement in event program
- Acknowledgement on social media

Sidewalk Art Sponsor.....\$2,000

- Sponsor name in email promotions
- 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 name in email promotions
- Sponsor banner displayed at tent (if provided)
- Sponsor name in event program
- Acknowledgement on social media

Festival Marketplace Stage

Sponsors \$1,750 each

- Sponsor name in email promotions
- 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

White Rose Community Television

Sponsor \$500 each

- Sponsor name on www.yorkcity.org and www.WRCT.tv
- Acknowledgement during broadcasts on WRCT after the event (and also available online)
- Acknowledgement on social media

For more information or to discuss options: events@yorkcity.org or (717) 353-4876

York Bike Night

Friday, September 23, 2016 • Downtown York City

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 the four 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

Sponsorship Opportunities:

Presenting Sponsor..... \$10,000

- Sponsor name as presenting sponsor
- Sponsor logo in all advertisements
- Sponsor logo on posters, save-the-date cards, and restaurant placemat ads
- Sponsor name in email promotions
- Sponsor banner displayed at event (if provided)
- Sponsor logo on street banner displayed at Continental Square prior to the event
- Sponsor logo on signboards throughout event
- Sponsor logo on York Bike Night T-shirts
- Acknowledgement during the event
- Prime booth space at event to distribute company information
- Sponsor logo on front of event brochure distributed county-wide to hotels
- Acknowledgement on social media

Parade Sponsor..... \$3,500

- Sponsor name as parade sponsor
- Sponsor logo on posters and save-the-date cards
- Sponsor name in email promotions
- 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
- Prime booth space at event to distribute company information
- Sponsor logo in event brochure distributed county-wide to hotels
- Acknowledgement on social media

Souvenir Shirt Sponsor..... \$3,500

- Sponsor logo on posters and save-the-date cards
- Sponsor name in email promotions
- 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
- Prime booth space at event to distribute company information
- Sponsor logo in event brochure distributed county-wide to hotels
- Acknowledgement on social media

Performance Stage

Sponsors..... \$1,750 each

- Sponsor logo on posters and save-the-date cards
- Sponsor name in email promotions
- 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 \$500 each

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

For more information or to discuss options: events@yorkcity.org or (717) 353-4876

Light Up Night

Friday, December 2, 2016 • Continental Square and nearby locations

Event description:

Attendees come together for family-friendly entertainment and photo props in multiple downtown locations, including the singing of holiday carols, and gather at Continental Square for the lighting of the York City Christmas tree and the arrival of a most important guest, Santa Claus. Santa will then greet visitors at Martin Library afterward, where all youngsters will receive a complimentary photo with Santa.

Average event attendance:

5,000

Average demographics of attendees:

Families from throughout York County

Sponsorship Opportunities:

Presenting Sponsor..... \$5,000

- Sponsor logo in all advertisements
- Sponsor logo on posters and save-the-date cards
- Sponsor banner displayed at event (if provided)
- Sponsor logo on signage at the event
- Prime booth space at event to distribute company information
- Acknowledgement on social media

Entertainment Sponsor \$1,500

- 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

Children's Activity Area Sponsor \$1,500

- 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

Live Reindeer Area Sponsor..... \$1,500

- 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



White Rose Community Television Sponsor..... \$500 each

- Sponsor name on www.yorkcity.org 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

For more information or to discuss options: events@yorkcity.org or (717) 353-4876

New Year's Eve

Saturday, December 31, 2016 • 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:

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

- Sponsor logo in all advertising, fliers, save-the-date cards, and restaurant placemat ads
- Sponsor logo on www.yorkcity.org
- 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 **\$3,000**

- Sponsor logo in all advertising, fliers, save-the-date cards, and restaurant placemat ads
- Sponsor logo on www.yorkcity.org
- 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**

- Sponsor logo on fliers 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

Patron Sponsor **\$750 each**

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

For more information or to discuss options: events@yorkcity.org or (717) 353-4876



York City Recreation & Parks

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www.yorkcity.org/annual-events

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