SPONSORSHIP OPPORTUNITIES
2026

https://www.appleharvest.com/sponsor

Thank you for your interest in our 2025 National Apple Harvest Festival sponsorship program! The festival is set to be held on October 3-4 & 10-11, 2026

ABOUT

The annual festival draws in around 100,000 people per year from all over Central Pennsylvania, Maryland and Washington, D.C. Over 300 arts and crafts vendors, coupled with dozens of food vendors bring this festival to the forefront of fall festivals in the United States. In fact, the festival is a two-time recipient of the USA TODAY's Best 10 Fall Festivals award. The festival also garners accolades from the likes of National Geographic and Buzzfeed, to name just a few.

Compared to the festival's on-site presence, its online presence is just as fierce. With over 30,000 followers on social media platforms and 20,000 targeted email subscribers, the festival has the potential to tap into your audience across the tri-state area.

SPONSORSHIP BENEFITS

The National Apple Harvest Festival is committed to giving back. Scores of organizations and nonprofits benefit from the proceeds raised at the festival. This makes the festival's on-site and digital presence the prime location to get your business in the spotlight.

Just as the festival is committed to giving back to our community, it's also committed to offering our sponsors valuable and effective sponsorship packages. A sponsorship package will be developed to fit your company's individual needs.

Sponsorship packages range from $500 to $7,000.

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SPONSORSHIP OPPORTUNITIES

ON-SITE ACTIVATION

We offer both on-site activation and digital activation opportunities. On-site, you can expect to engage with a desirable audience at the region's most attended event. From an on-site booth to extensive signage and exclusive naming opportunities, we can help your company leverage:

- 10x10 on-site space in high-traffic locations
- Extensive signage opportunities
- Coupon/ handout availability
- Cross-promotional opportunities
- Public address announcements Tickets/passes

NAMING RIGHTS

The festival also offers exclusive advertising rights to several areas of our festival in select sponsorship packages.

- Entertainment areas/stages
- Roosting/ rest areas
- Website promotion and backlinking
- Kid's Craft Corner (children's crafts and petting zoo)
- Kid Country (magic show and old fashioned games)
- Antique Autos
- Select stands hosted by the festival presenters Gate

DIGITAL ACTIVATION

Our digital activation includes an expansive array of options that has the ability to garner hundreds of thousands of impressions in a single season. Our digital opportunities can help you leverage:

- Logo and backlink prominently displayed on the festival website
- Custom social media posts boasting partnership
- Name and logo recognition on email blasts and select social media posts and digital advertising leading up to the event
- Certain sponsorship tiers also offer the ability to exclusively use the name and logo of the festival on promotional materials

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Red Delicious

Premiere Sponsor

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website Name and logo recognition on all email blasts leading up to the event along with select social media postings, after sign-on
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)
- Exclusive use of National Apple Harvest Festival logo, after sign-on

ON-SITE ACTIVATION

- One (1) exhibit space (10'x10')
- Coupon/handout with all purchases made at official souvenir stand during both weekends of the festival (content provided by sponsor)
- Three (3) 3'x5' banners on the fairgrounds during the festival (banners provided by sponsor)
- Three (3) daily announcements over the PA system (content provided by sponsor)
- Forty (40) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$7,000

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McINTOSH

Sponsor

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website
- Name and logo recognition on all email blasts leading up to the event along with select social media postings
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)
- Exclusive use of National Apple Harvest Festival logo, after sign-on

ON-SITE ACTIVATION

- One (1) exhibit space (10'x10')
- 20 coupons for visitors to present at the caramel/candy apple stand
- Two (2) 3'x5' banners on the fairgrounds during the festival (banners provided by sponsor)
- Two (2) daily announcements over the PA system (content provided by sponsor)
- Thirty (30) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$5,500

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Fuji

Official Naming Sponsor - Gates/Ticketing

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website
- Name and logo recognition on all email blasts leading up to the event along with select social media postings
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)
- Exclusive use of National Apple Harvest Festival logo, after sign on

ON-SITE ACTIVATION

- Two (2) 3'x5' banners on the fairgrounds during both weekends of the festival (banner provided by sponsor)
- Two (2) daily announcements over the PA system (content provided by sponsor) Twenty (20) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)
- One (1) ticket giveaway contest/ spotlight on social media in collaboration with the National Apple Harvest Festival

$4,000

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Golden Delicious

Sponsor

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website Name and logo recognition on select email blasts leading up to the event along with select social media postings, after sign-on
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)

ON-SITE ACTIVATION

- Two (2) 3'x5' banners on the fairgrounds during both weekends of the festival (banner provided by sponsor)
- Two (2) daily announcements over the PA system(content provided by sponsor)
- Fifteen (15) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$3,500

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GALA

Official Naming Sponsor - Entertainment

DIGITAL ACTIVATION

- Logo on www.appleharvest.com with backlink to sponsor website Name and logo recognition on all email blasts leading up to the event along with select social media postings, after sign-on
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)

ON-SITE ACTIVATION

- Exclusive entertainment stage/ area sponsor
- Two (2) 3'x5' banners hung on a stage or in an entertainment area (banners provided by sponsor)
- One (1) daily announcement over the PA system (content provided by sponsor)
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$3,000

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HONEYCRISP

Sponsor

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website Name and logo recognition on all email blasts leading up to the event along with select social media postings, after sign-on
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor)
- Exclusive use of National Apple Harvest Festival logo, after sign-on

ON-SITE ACTIVATION

- Two (2) 3'x5' banners on the fairgrounds during both weekends of the festival (banner provided by sponsor)
- One (1) daily announcement over the PA system (content provided by sponsor)
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$2,000

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Ambrosia

Sponsor

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website
- Name and logo recognition on all email blasts leading up to the event along with select social media postings, after sign-on
- Exclusive custom social media marketing posts on our digital platforms (content provided by sponsor) Exclusive use of National Apple Harvest Festival logo, after sign-on

ON-SITE ACTIVATION

- One (1) 3'x5' banner on the fairgrounds during both weekends of the festival (banner provided by sponsor)
- One (1) daily announcement over the PA system (content provided by sponsor)
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$1,000

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CORTLAND

Naming Sponsor - Kid Country

DIGITAL ACTIVATION

- Logo on appleharvest.com with backlink to sponsor website
- Name and logo recognition on all email blasts leading up to the event along with select social media postings, after sign-on

ON-SITE ACTIVATION

- One (1) 3'x5' banner on the fairgrounds during both weekends of the festival (banner provided by sponsor)
- Five (5) complimentary admission tickets, valid for one-time use any day of the festival in 2026 (additional tickets can be purchased at a discounted rate of $13 prior to the festival)

$500

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Questions?

Email us
sponsorship@appleharvest.com

Or visit
https://www.appleharvest.com/sponsor