



## SPONSORSHIP OPPORTUNITIES 2023

[appleharvest.com/sponsor](https://appleharvest.com/sponsor)

*Thank you for your interest in our 2023 National Apple Harvest Festival sponsorship program! The festival is set to be held on October 7-8 & 14-15, 2023*

## 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 email and text subscribers, the festival has the potential to tap into your audience.

## 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 \$10,000.



[appleharvest.com/sponsor](https://appleharvest.com/sponsor)

# 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
- Exclusive naming rights to stages and stands
- Sampling and coupon availability
- Cross-promotional opportunities
- PA system announcements
- Tickets/passes
- VIP souvenir bags

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

- Entertainment areas/stages
- Roosting/rest areas
- Website
- Kid Country (children's crafts and petting zoo)
- Gate/advanced ticket sales
- Antique Autos
- Select stands hosted by the festival presenters

## NAMING RIGHTS



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 brochures, handouts and other printed materials
- 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

## DIGITAL ACTIVATION

# RED DELICIOUS

## Premiere Sponsor

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Forty (40) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$7,000**



# McINTOSH

Sponsor

## DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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 caramel/candy apple stands 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)
- Two (2) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Thirty (30) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$5,500**

# FUJI

## Official Naming Sponsor - Gates/Ticketing

### DIGITAL ACTIVATION

- Advertisement printed on all advance sale tickets, after sign-on (content provided by sponsor)
- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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

- Logo to be included in advanced sale gate signage welcoming attendees to the festival (content provided by sponsor)
- Coupon/handout to all attendees through the advanced sale line during both weekends of the festival
- \$2 discount coupon (on advance admission). Sponsor offers \$2 off coupon code for advance purchase admission on our website. Coupon must be picked up at the sponsor location.
- Twenty (20) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$4,000**

# GOLDEN DELICIOUS

## Sponsor

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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

- Coupon/handout with all purchases made at the applesauce stand (content provided by sponsor)
- Four (4) 3'x5' banners on at the roosting (rest ) areas (banners provided by sponsor)
- Two (2) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Fifteen (15) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$3,500**

# GALA

## Official Naming Sponsor - Entertainment

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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)



### ON-SITE ACTIVATION

- Exclusive entertainment stage/ area sponsor
- Banners of reasonable size (provided by sponsor) hung on a stage or in an entertainment area
- One (1) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$3,000**



# HONEYCRISP

## Official Naming Sponsor - Roosting (Rest) Areas

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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

- Four (4) 3'x5' banners at the **roosting** (rest) areas (banners provided by sponsor)
- One (1) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$2,500**

# EMPIRE

Sponsor

## DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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

- Coupon/handout with all purchases made at the souvenir stand (content provided by sponsor)
- One (1) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$2,000**

# AMBROSIA

Sponsor

## DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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) daily announcements over the PA system (content provided by sponsor)
- VIP souvenir bag filled with fresh apple products and hand-selected items
- Ten (10) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$1,000**

# JONAGOLD

## Naming Sponsor - Website

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- Logo prominently displayed 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

- Five (5) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$750**



# CORTLAND

## Naming Sponsor - Kid Country

### DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- 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

- Two (2) 3'x5' banners at Kid Country (children's crafts and petting zoo) (provided by sponsor)
- Five (5) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$500**

# CAMEO

Sponsor

## DIGITAL ACTIVATION

- Name recognition in select event marketing collateral (logo/name, if applicable)
- Logo on appleharvest.com with backlink to sponsor website
- Name recognition on all email blasts leading up to the event along with select social media postings, after sign-on



## ON-SITE ACTIVATION

- One (1) daily announcements over the PA system (content provided by sponsor)
- Five (5) complimentary admission tickets, valid for one-time use any day of the festival in 2023 (additional tickets can be purchased at a discounted rate of \$8 prior to the festival)

**\$500**

# QUESTIONS?

email

[marketing@appleharvest.com](mailto:marketing@appleharvest.com)

website

[appleharvest.com/sponsor](http://appleharvest.com/sponsor)

If you don't see a package that fits your needs or budget, please reach out and we'll be happy to assist you.



[appleharvest.com/sponsor](http://appleharvest.com/sponsor)