

2024 Shawnee Mountain Festival Season SPONSORSHIP PROGRAM



Festival Sponsorship Bundle includes:

FIREWORKS DISPLAY

Friday July 5th, 2024

- Entrance fee is a donation to the Shawnee Volunteer Fire Company
- Local family demographic

FOOD TRUCK FESTIVAL

Sat. & Sun. October 5th & 6th, 2024

- 20+ food truck vendors
- Craft vendors, live music, & family entertainment
- Over 17,500 people interested on Facebook, and growing!



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

- 359,000 + Active opt-in and segmented email subscribers
- 47,000 + Connections through social media
Facebook, Instagram, and TikTok
- 23,000 + Annual page views on our event webpages
- 3,000 + Weekend event attendees
- 3 + States represented by festival attendees
Pennsylvania, New Jersey, New York
- 1 + Great marketing idea



EVENT SPONSORSHIP MARKETING LEVELS & BENEFITS

2024 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 <small>*Sponsor to provide banner</small>	✓		
Social media story with clickable link	✓		

BECOME A SPONSOR - CONTACT RACHEL WYCKOFF TODAY!

Sponsorship Sales | 570-421-7231 ext. 258 | rwyckoff@shawneemt.com