



New Bethlehem Peanut Butter Festival

Redbank Valley Chamber of Commerce

309 Broad Street, Suite 2, New Bethlehem, PA 16242

(P) 814.275.3929 (C) 814.230.0069 (F) 814.275.4269

info@RedbankChamber.com | RedbankChamber.com

SPONSORSHIP OPPORTUNITIES

22nd Annual Peanut Butter Festival - September 15th, 16th and 17th 2017

You are invited to participate in the 22nd annual New Bethlehem Peanut Butter Festival sponsored by Char-Val Candies. We are so thankful to have your support over the years and we are planning to make 2017 an even better event! The activities planned for this year will help ensure a fun event for the entire community and we hope we will continue to draw even more visitors from PA, West Virginia, Maryland and Ohio.

The festival will continue to be 3 days and will begin at 4:00 P.M. on Friday. Kicking off our events will be the Annual Wine Walk, which brought over 400 people to the streets of our town. This will give our business owners an opportunity to highlight their business as people walk throughout the heart of our town. The Queen Crowning will be Friday night followed by a band performing on the stage. Saturday will be an action packed day starting in the morning with the 5K Run/Walk and Mountain Bike Race. The parade on Broad Street always brings in a crowd, as will Saturday nights stage show, which will be followed by the annual fireworks display. You won't want to miss the new events we have planned for both Saturday and Sunday. On Sunday we have another full day of events with continuing stage entertainment, the Car Cruise-In, Antique Tractor Show, and the Annual Duck Race rounding out the weekend. These are just some of the events we have planned.

Along with the Redbank Valley Chamber of Commerce, we have set up a sponsorship structure for the festival that will provide you more advertising value for your sponsorship. Along with your name being placed on Banners and Certificates of Appreciation, we will be dedicating a page on our website and performing routine social media posts for our Peanut Butter Festival Sponsors, with a link to your business website!! We feel this will give you great exposure and reach many more people than we have in the past. Please mark your interest in this on your sponsorship form. We sincerely thank you for your past and continued support for the festival. Every dollar raised helps make this festival more of a success.

On the enclosed form are the structured sponsorship levels that we hope will provide you with more value. They include general festival sponsorships, 5K and Mountain Bike sponsorships, Combined Sponsorships, and Event Sponsorships at amounts ranging from a \$125 General Sponsorship to a \$750 advertising Sponsorship. Sponsorship will be awarded on a first come, first choice basis.

If you are interested in these sponsorship opportunities, please complete the attached form and submit it along with your payment to the Redbank Valley Chamber of Commerce, c/o Peanut Butter Festival, at 309 Broad Street, Suite 2, New Bethlehem, Pa 16242 by August 15, 2017. Thank you for your continued support. See you at the Festival!

If you would like to volunteer or get involved with the festival, we would love to have you join our team.

Sincerely,

Gordon Barrows & Lisa Kerle
Peanut Butter Festival Committee c/o
Redbank Valley Chamber of Commerce

The New Bethlehem Peanut Butter Festival is hosted by the Redbank Valley Chamber of Commerce and held in Guntown Memorial Park, located one hour north of Pittsburgh, southern Clarion County, along Water Street in New Bethlehem PA.



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General Festival Sponsor - \$125.00

Name advertised on signage at Chamber tent and your name/logo on our website/social media w/ a link to your business.

Mountain Bike Race Sponsor - \$175.00

Name advertised on Bike Race T-shirt and signage at Chamber tent along with your name/logo on our website/social media with a link to your business.

5K Race Sponsor - \$175.00

Name advertised on 5K Race T-shirt and signage at Chamber tent along with your name & logo on our website with a link to your business.

Antique Tractor Show Sponsor - \$175.00

Name advertised on Tractor Show T-shirt and signage at Chamber tent along with your name & logo on our website with a link to your business.

Combined Sponsorship - \$375.00

You receive the combined advertising of a general sponsor, 5K Race sponsor and Mountain Bike Race sponsor with name on each T-shirt and signage at the Chamber tent.

Specific Event Sponsorship - \$500.00

Your business name will be associated with the event that you sponsor, your banner will be placed at the stage during the event and your name will be announced through-out the event, along with signage at the Chamber tent. If you prefer that your own banner with name and logo be used, we ask that you provide that to us. Please choose your event from the following: 5K Race, Parade, Mountain Bike Race, Saturday Night Stage Show, Friday Night Stage Show, All Day Sunday Stage Shows, Fireworks etc.

These event sponsorships are on a first come, first serve basis.

Event Choice: _____

Flyers/Posters Sponsor - \$200.00

Name advertised on all flyers and posters distributed throughout the tri-county region and local businesses.

Yard Signs Sponsor - \$250.00

Name advertised on large outdoor banner placed at one (1) of the three entrances (Route 28/66) into New Bethlehem.

Banner Sponsor - \$225.00

Name advertised on large outdoor banner placed at one (1) of the three entrances (Route 28/66) into New Bethlehem.

Rack Card/Schedule Sponsorship - \$500.00

Name advertised on 3500+ rack cards containing Festival schedule and distributed to tri-county area & online.

Social Media/Website Sponsorship - \$500.00

Name advertised on social media (primarily Facebook) posts as well as festival webpage reaching 50K+ in tri-county area.

Radio Ad/Live Remote Sponsor - \$750.00

Name advertised in over 40+ spots on FM, AM and a Live Remote Radio from radio station serving tri-county area.

Title Sponsorship – Ask chairpersons for details.

We also offer one (1) exclusive title sponsorship which includes the ultimate advertising opportunity!

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SPONSORSHIPS ARE ON A FIRST COME, FIRST SERVE BASIS.
ADVERTISING RUNS APPROXIMATELY FOR A TWO (2) MONTH PERIOD.

*Please complete this form and submit it and payment to the Redbank Valley Chamber of Commerce, 309 Broad Street, Suite 2, New Bethlehem, PA 16242 by August 15th, 2017. **Thank you for your support!***

BUSINESS NAME: _____
(As it is to appear on advertising)

CONTACT PERSON: _____

WEBSITE: _____

FACEBOOK: _____
(Does your business have a Facebook page? What's the name/link?)

PHONE: _____ **E-MAIL:** _____

_____ I will provide my own logo. Receipt of logo is requested by July 15th, 2017.

****PLEASE EMAIL A JPEG or PDF OF YOUR COMPANY LOGO TO****
INFO@REDBANKCHAMBER.COM

FOR CHAMBER USE ONLY: Date & Time Sponsor Appl. Received: _____

Date Payment Received _____ Amount: \$ _____

DAY _____ EVENT _____ FESTIVAL _____

Approved by: _____

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