



New Bethlehem Peanut Butter Festival

Redbank Valley Chamber of Commerce

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

(P) 814.275.3929 (F) 814.275.4269

info@RedbankChamber.com | RedbankChamber.com

## SPONSORSHIP OPPORTUNITIES

*27<sup>th</sup> Annual Peanut Butter Festival - September 15<sup>th</sup>, 16<sup>th</sup>, & 17<sup>th</sup> 2023*

You are invited to participate in the 27<sup>th</sup> Annual New Bethlehem Peanut Butter Festival hosted by the Redbank Valley Chamber of Commerce. We are so thankful to have your support over the years and we are planning to make this year 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 Pennsylvania, 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 opening of food & craft vendors at 4:00. The Queen & Princess crowning will be Friday night followed by the band "Leather & Lace" on the stage. Saturday will be an action-packed day starting in the morning with the 5K Run/Fun Walk & Half Marathon. The parade on Broad Street always brings in a crowd, "Jeep Invasion", as well as Route 8 band performing in the evening on the stage, and the annual fireworks display. The fireworks display will be even larger this year, to make up for cancelling the Freedom Festival fireworks display. You won't want to miss these fun events! On Sunday we have another full day of events with a church service in the morning, continuing stage entertainment, the Knight Cruiser Car Cruise-In, Antique Tractor Show, "Cute As a Peanut" contest and the Annual Duck Race rounding out the weekend. These are just some of the events we have planned.

The Redbank Valley Chamber of Commerce has 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 Yard Signs to be on display at the entrance of the park 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 forms are the structured sponsorship levels that we hope will provide you with more value. They include general festival sponsorships, Tractor show sponsorships, and Special Event sponsorships. 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. **Event sponsors need to be received by August 25, 2023.** 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,



Gennie Gerow, Event Coordinator

Redbank Valley Chamber of Commerce Board of Directors



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**General Festival Sponsor - \$150.00** (can be multiple sponsors)

Name advertised on signage at the entrance to the park and your name/logo on our website/social media w/a link to your Business.

**Tractor Show Sponsor - \$175.00**(can be multiple sponsors)

Name advertised signage at the entrance to the park along with your name & logo on our website with a link to your business.

**Flyers/Posters Sponsor - \$175.00 (2 available)**

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

**Placemat Sponsor - \$400.00 (6 available)**

Full color 11"x17" placemats featured in several local restaurants for 6 weeks before the festival. There is room for 3 ads on either side of the festival schedule for a total of 6 ads for sponsors. We will print 10,000 placemats. (This sponsorship is not available for restaurant businesses.)

**Bounce House Sponsor**—(Total cost is \$2700)-**\$300.00**(can be multiple sponsors)

Names will be placed on a banner at the entrance of the Bounce house area and your name/logo on our website/social media w/a link to your business.

**Parade Sponsor**—(Total cost is \$2500)-**\$300.00**(can be multiple sponsors)

Names will be placed on a banner to be carried in the parade and your name/logo on our website/social media w/a link to your business.

**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.

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 25<sup>th</sup>, 2023. **Thank you for your support!**

**BUSINESS NAME:** \_\_\_\_\_

(As it is to appear on advertising)

**CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**FACEBOOK:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

(What's the name/link?)

I will provide my own logo. Receipt of logo is requested by August 25<sup>th</sup>, 2023.

**\*\*PLEASE EMAIL A JPEG or PDF OF YOUR COMPANY LOGO TO\*\*** [INFO@REDBANKCHAMBER.COM](mailto:INFO@REDBANKCHAMBER.COM)

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**FOR CHAMBER USE ONLY:** Date & Time Sponsor Appl. Received: \_\_\_\_\_