



35th Annual Summerfest:

Hosted by the Greater York Chamber of Commerce and the City of York, Summerfest is a community festival committed to providing a variety of family-centered activities held in and around downtown. Summerfest's mission is to entertain, promote new business, enhance a positive community image, attract visitors, share the cultural and recreational opportunities of our community, promote the education of our rich history and foster civic pride. Our goal is to provide "Something for Everyone."

The Events:

This year's Summerfest will kick off with the annual Beach Bash! Summerfest will begin Friday Night with music, rides & food, culminating in the Laser Light Show! Saturday morning will start early with the roar of engines for the largest Car Show in Western York County! Followed by the craft show with over 150 vendors from all over the southeast. Downtown Businesses, non-profit agencies, area and regional business all come to showcase themselves and support the community. It features several entertainment areas from the Hometown Stage where local dance, theater and choral groups will be performing throughout the day, to the Main Music Stage where we will feature live music. The festival also features a large children's area with inflatables, rock wall, bungee jump, swings and a Splash Zone.

Media and Marketing:

As a premier event in the Central Carolina's, Summerfest continues to maintain a strong media profile. The festival maintains an excellent relationship with local media including CN2 and the National affiliates out of Charlotte & Gastonia. A comprehensive event schedule is produced and distributed throughout the community via local media sources and placed at the local Welcome Centers throughout South Carolina, of which we are now designated as one. Press releases are issued to print and broadcast media sources locally and in surrounding areas. Live interviews are performed by the staff, board and committee. TV coverage will be provided during the festival and an event schedule will be distributed throughout York and surrounding counties. We have increased our social and digital marketing campaign to a 3-hour drive experience and have been able to target market digitally.

Funding:

Summerfest is brought to the public in part by sponsors, concessions, and vendors. Sponsor packages start at \$300.00

Admission and Attendance:

Admission is FREE to festival attendees. Attendance numbers at the festival have increased tremendously throughout the years and is now estimated to be over 30,000 for the weekend.



Below you will find
Various sponsorship opportunities however,
we can always work with you to create a
One of a Kind Sponsorship!

Laser Light Show Title Sponsor \$5,000

Fri. Night Show 8-10pm

Logo Branding at Finale of the Show in Laser Lights

Verbal Sponsor Recognition at the Show's Beginning and End

Logo Sponsorship Announcement via Social Media

Logo Branding Listed on all Summerfest Printed Material

Name and Logo Branding on Summerfest Website with Hot link to Sponsors Website or Social Media Site

Logo Branding on Attraction Page on the Website

Logo Branding on Event Listing in Summerfest Brochure

Logo Branding and Listing as Laser Light Show Sponsor on Summerfest T-Shirts

Motorcycle Stunt Show \$5,000

Fri. Night Show 7pm, Sat. Shows 11am & 1pm

Logo Branding at Finale of the Show in Laser Lights

Verbal Sponsor Recognition at the Show's Beginning and End

Logo Sponsorship Announcement via Social Media

Logo Branding Listed on all Summerfest Printed Material

Name and Logo Branding on Summerfest Website with Hotlink to Sponsors Website or Social Media Site

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Platinum Attraction Sponsors \$2,500

Logo Branding and Title Sponsorship Recognition

“Musical Stage” Sat 10am-2pm

“Beach Bash” Fri 5-10pm

“Flying Frisbee Hounds” Sat 10am-2pm 3 Shows

Verbal Sponsor Recognition at the Attraction throughout the Event

Logo Sponsorship Announcement via Social Media

Logo Branding Listed on all Summerfest Printed Material

Name and Logo Branding on Summerfest Website with Hotlink to Sponsors Website or Social Media Site

Logo Branding on Attraction Page on the Website

Logo Branding on Event Listing in Summerfest Brochure

Logo Branding and Listing as Platinum Sponsor on Summerfest T-Shirts

10' X 10' Tent Space at Event Venue available

“Hometown Stage” \$1,500

Logo Branding as “Hometown Stage” Sponsor listed on all Summerfest Printed Material

Name branding as “Hometown Stage” on Summerfest Website with Hotlink to Sponsors Website or Social Media Site

Logo Sponsorship & Announcement via Social Media

Name Branding as “Hometown Stage” on Event Listing in Summerfest Brochure

Logo Branding and Event Listing on Summerfest T-Shirts

10' x 10' Tent Space at the Hometown Stage Event

Gold Summerfest Sponsor \$1,000

Logo Branding as Gold Sponsor listed on all Summerfest Printed Material

Name Branding as Gold Sponsor on Summerfest Website with Hotlink to Sponsors Website or Social Media Site

Logo Sponsorship Announcement via Social Media

Name Branding as Gold Sponsor on Event listing in Summerfest Brochure

Logo Branding as Gold Sponsor and Event Listing on Summerfest T-Shirts

Silver Summerfest Sponsor \$500

Name Branding as Silver Sponsor listed on all Summerfest printed material

Name branding as Silver Sponsor on Summerfest Website

Name Sponsorship Announcement via Social Media

Name Branding as Silver Sponsor on Event Listing in Summerfest Brochure

Name Branding as Silver Sponsor and Event Listing on Summerfest T-Shirts



Summerfest Friend \$300

Name Branding in Brochure

Name Branding on Summerfest Website

Name Branding on Summerfest T-Shirts