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# 50<sup>th</sup> Annual

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## Sponsorship Information

Memorial Day Weekend  
May 27-29, 2017  
Riverfront Park, Harrisburg, PA

# Sponsorship In Artsfest

3 days, approximately 40,000 visitors, 250 artists, and 30 food vendors  
May 27-29, 2017, Riverfront Park, Harrisburg, PA. Free to the public.



## About the Producer: Jump Street



**DEDICATED TO DEVELOPING EDUCATIONAL AND ECONOMIC OPPORTUNITIES WITH THE ARTS FOR ALL AGE GROUPS,** Jump Street is a private, nonprofit,

community based arts incubator, serving Central Pennsylvania for over 30 years. Located in Harrisburg, Jump Street serves Cumberland, Dauphin, Lebanon, Schuylkill and York Counties. Jump Street, by supporting community and economic development through art, has successfully employed art in a way that makes it tangible and accessible to many who perceive the world of art as inaccessible and closed to the masses.

Additionally, Jump Street employs artists allowing them to practice their area of artistry while sharing their skills and abilities. Jump Street provides a safe and encouraging atmosphere in which artists and students from diverse backgrounds can have what is very often their first experience with various art forms and cultures.

Celebrating 50 years

# Artsfest of Greater Harrisburg

Memorial Day Weekend | May 27-29, 2017  
Riverfront Park, Harrisburg, PA

## About Artsfest

Blending world-class art with the beauty of the Susquehanna River, Artsfest brings together artists and community members from around the region and the country.

Held annually in Riverfront Park in Harrisburg, Pennsylvania, Artsfest features over 250 exceptional, juried artists and craftsmen from across the United States and Canada. Hand-crafted works will be available for sale in more than fifteen different categories, including fine art, clay, photography, apparel, jewelry, metal, glass, wood, mixed media, musical instruments and more.

This FREE festival attracts approximately 40,000 visitors over the 3-day weekend with individuals and families from local communities, Philadelphia, Pittsburgh, Baltimore, MD, Washington D.C., New York and more, annually to the Greater Harrisburg Area.

The festival includes an entertainment stage where original musicians perform all three days. Featuring the best of regional scholastic bands, exciting emerging original bands and additional performers by the Central PA Friends of Jazz, hosted by Steve Rudolph.

Artsfest is also home of Kidsfest and FilmFest. These events allow the festival to be both family friendly and attractive to a unique audience of independent film fans.

As the largest festival in the Harrisburg region, Artsfest has been the winner of six Harrisburg Magazine's "Simply the Best" Awards and honored as one of Sunshine Magazine's Top 13 Festivals.





# Kunkel Stage Sponsorship

## Kunkel Stage Sponsor - \$15,000

This is the premier location to highlight your brand to the 40,000 festival goers. The Kunkel Stage showcases hourly performances of emerging and established performers. This main festival stage is fully-tented and is accentuated by the sunsets over the Susquehanna River. Entertainment runs open to close on all three festival days.

### Sponsorship Benefits:

- Face To Face and On-site Marketing Opportunities
  - 15' by 15' exhibition booth space to display, distribute, or sell merchandise during festival hours. *Items must be approved by Jump Street prior to the festival.*
  - 3' by 10' banner (provided by Jump Street) with sponsor's name or logo to be displayed prominently on either the festival stage or tent
  - Company logo included on the on-site festival signage
  - Company logo on Artsfest entry and stage signage
  - Company logo on Artsfest volunteer t-shirts
  - Company name announced at the introduction of each stage performance.
  - Speaking opportunity for company representative at the beginning of Artsfest
- Print Publications
  - Company name/logo on all Artsfest publicity materials
  - Company name/logo included in all press releases.
  - Company name/logo in all newspaper and magazine print ads.
  - Company name/logo in the Artsfest programs.
- Social Media & Online
  - Jumpstreet.org—Company logo located on Jump Street home page with active link
  - Promotion through Facebook, Twitter, and Instagram
- Complimentary official Artsfest T-shirts and reusable water bottles
- Invitations to the artist & volunteer appreciation dinner on Sunday evening of Artsfest
- Permission to use the 2017 Artsfest logo in advertising/promotion



# Kidsfest Sponsorship

## KidsFest Sponsor - \$10,000

Fun for all of all ages, Kidsfest features a wonderful educational, artistic and playful area in ArtsFest for the young at heart. Great entertainment, children's activities, craft workshops, and special performances throughout the festival hours. Share the joy in seeing children create, explore and learn many new artist techniques. *Kidsfest is hosted by the Popcorn Hat Players.*

### Sponsorship Benefits:

- Face To Face and On-site Marketing Opportunities
  - 10' by 10' exhibition booth space to display, distribute, or sell merchandise during festival hours. *Items must be approved by Jump Street prior to the festival.*
  - 2' by 8' banner (provided by Jump Street) with sponsor's name or logo to be displayed prominently on either the festival stage or tent.
  - Company logo included on the on-site festival signage.
  - Company logo on Artsfest entry and stage signage.
  - Company logo on Artsfest volunteer t-shirts.
  - Company name announced at the introduction of each stage performance.
  - Speaking opportunity for company representative at the beginning of Artsfest.
- Print Publications
  - Company name/logo on all Artsfest publicity materials.
  - Company name/logo included in all press releases.
  - Company name/logo in all newspaper and magazine print ads.
  - Company name/logo in the Artsfest programs.
- Social Media & Online
  - Jumpstreet.org—Company logo located on Jump Street home page with active link.
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# Visibility Sponsorships

## Visibility Sponsorships - \$7,500

Receive prominent brand recognition while enhancing the attendees experience at Artsfest. These sponsorship opportunities will impact nearly all 40,000 attendees over the weekend.

### Sponsorship Benefits:

- Face To Face and On-site Marketing Opportunities
  - 10' by 10' exhibition booth space to display, distribute, or sell merchandise during festival hours. *Items must be approved by Jump Street prior to the festival.*
- Print Publications
  - Company name/logo on all Artsfest publicity materials.
  - Company name/logo included in all press releases.
  - Company name/logo in all newspaper and magazine print ads.
  - Company name/logo in the Artsfest programs.
- Social Media & Online
  - Jumpstreet.org—Company logo located on Jump Street home page with active link.
  - Promotion through Facebook, Twitter, and Instagram.
- Complimentary official Artsfest T-shirts and reusable water bottles.
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### Parking

Make parking free for attendees of Artsfest! As parking sponsor, your company will have unlimited signage opportunities in and around the garage.

### Official Artsfest T-Shirts

Feature your logo on the official Artsfest t-shirts. Available for purchase by attendees and used to identify volunteers during the weekend, these shirts are worn throughout the year.



### Reusable Water Bottles

Artsfest reusable water bottles, featuring your logo, will provide a way for artists, volunteers, and attendees to enjoy the complimentary hydration station. Celebrate the 50th annual Artsfest, support our green initiatives, and promote your brand with this sponsorship.



# Inner Event Sponsorships

## Inner Event Sponsorships - \$5,000 per event

Promote your brand through exciting events within the festival. These events all provide an added benefits to those attending the festival and increase the exposure for your brand.

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  - 10' by 10' exhibition booth space to display, distribute, or sell merchandise during festival hours.  
*Items must be approved by Jump Street prior to the festival.*
- Print Publications
  - Company name/logo included in all press releases.
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  - Company name/logo in the Artsfest programs.
- Social Media & Online
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### FilmFest

Focusing on experimental and international artistic films, the Film festival gives your brand exposure to a wide audience of culturally diverse individuals.

### JazzFest

This stage, located within Artsfest, features 3 days of the region's best blues and jazz musicians. The music will help to highlight your brand.



### HbgFest

This mini-festival will highlight the many wonderful artists and organizations right here in Harrisburg. Attendees from the region may not be aware of the vibrant local art scene.





Memorial Day Weekend

Riverfront Park

May 27-29, 2017

Harrisburg, PA

Over 250 Artists

Kids Activities

Live Music

Over 30 Food Vendors

Free to the Public

**Powered by Jump Street**

For more information on sponsorship opportunities please contact  
Jamie Jastrzembski, Program Director, Jump Street at [jamie@jumpstreet.org](mailto:jamie@jumpstreet.org)

[ArtsfestHBG.com](http://ArtsfestHBG.com)