



Dear Chamber Supporter,

As you know, The Greater York Chamber of Commerce is an organization of businesses, professional individuals and other citizens who believe that united action will achieve economic growth and improve the quality of life. The mission of the Greater York Chamber of Commerce, representing the businesses and communities of Hickory Grove, McConnells, Smyrna, Sharon and York, is to advance the common interest of our membership, stimulate the expanding regional economy and enhance the quality of life for all.

Summerfest was created with the purpose of fulfilling that mission by serving as a marketing tool to showcase York, South Carolina's businesses and to create a greater awareness of the city's & western York's rich heritage and architectural beauty. Summerfest is York's annual opportunity to attract visitors from throughout the Eastern United States. Special attention is given to marketing Summerfest in the Charlotte and Gastonia areas of NC, and the Columbia, Greenville & Spartanburg areas of SC reaching into GA.

This year we are excited to announce several changes that we hope will ensure the festivals viability for many years to come. Summerfest will now run from 11am-10pm. We feel this will enable visitors who are over 2 hours away sufficient travel and festival time. The evening concept will also encourage visitors to make Summerfest the premier stop on an out of town vacation where they will spend the night in York County and hopefully have the opportunity to visit York's other



special attractions. We are enhancing our arts & crafts section and have dedicated stages for homegrown talent and musical performances. This year we have added off sight venues to include hot air balloon rides and a premier “Flying Hounds Frisbee” dog act which will be the showcase for the new Dog Daze attraction area at Summerfest. Enclosed you will find a brief outline of the sponsorship opportunities offered this year for Summerfest. As always we will work with you to create an opportunity that best fits your business, marketing and branding needs. We are happy to discuss partial sponsorship and hope that you and your business will be involved at Summerfest and promoting York County at any participation level.

We look forward to working with you.

Mary Catherine Ward  
Executive Director

Sara Comer  
Marketing/Administrative Coordinator



## ***34<sup>th</sup> 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 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:***

Summerfest features a juried 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 all day long culminating with the Beach Bash & Laser Show. The Sylvia Theater will host the WHRI Country Showdown where contestants compete for a spot in the regional finals. The festival also features a large children’s area with inflatables, rock wall, bungee jump, swings and more. The Classic Car Show will feature over 50 cars who will be competing for prizes. This year we have added some new venues and entertainment as well. York Electric Cooperative will be offering tethered balloon rides, the chamber lawn will feature a Dog Expo and Flying Hounds Show. Vendors will be there selling all things Doggie, as well as vets, trainers & kennels. This area will also be host to the Flying Frizbee Hounds who will perform shows throughout the day.

### ***Media and Marketing:***

As a premier event in Central Carolina’s, the 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. 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 has increased tremendously throughout the years and now is 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!**

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***Laser Light Show Title Sponsor*      **\$5,000****

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 Show Sponsor on Summerfest T-Shirts

***Platinum Attraction Sponsors*      **\$2,500****

Logo Branding and Title Sponsorship Recognition

“Home Grown Stage”

“Musical Stage”      **Sponsored**

“Beach Bash”      **Sponsored**

“Children's Area”

“Car Show”

“5K Run”

“Flying Frisbee Hounds”

“Beer Garden at Beach Bash”

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 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 Platinum Sponsor on Summerfest T-Shirts

10X10 Tent Space at Event Venue Available



***"Hops in the Park"***

**\$1500** Beer Garden next to the Dog Daze Event, 11am-6pm

Logo Branding as "Hops in the Park Sponsor listed on all Summerfest Printed Material

Name branding as "Hops in the Park" on Summerfest Website with Hot Link to Sponsors Website or Social Media Site

Logo Sponsorship & Announcement via Social Media

Name Branding as "Hops in the Park" on Event Listing in Summerfest Brochure

Logo Branding and Event Listing on Summerfest T-Shirts

10x10 Tent Space at the Dog Daze Event

***Gold Summerfest Sponsor***

**\$1000**

Logo Branding as Gold Sponsor Listed on all Summerfest Printed Material

Name branding as Gold Sponsor on Summerfest Website with Hot link 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-Shirt