



celebrate erie

2022 sponsorship packet



best local
festival

august 19-21

celebrate **art**

Our **Art District** showcases the talent of our region through visual and performing arts and interactive programming.

celebrate **culture**

Our **Culture District** features food, wares, and performances, from the diverse communities that call Erie home.

celebrate **family**

Our **Family District** provides hands-on activities designed to engage all ages through wellness, learning, and the arts.

celebrate **food**

Our **Food District** gives people access to the unique cuisine from our region, from food trucks to local brews.

celebrate **business**

Our **Business District** highlights Erie's hometown businesses and the people behind their success.

celebrate erie

a three-day festival designed to **bring us together** for a regional showcase of all things erie

friday **august 19** through
sunday **august 21**, 2022

nearly **200,000 attendees**

always **free admission**

what people **thought**

satisfaction rating overall



improvement same as/better than 2018



top reason for attending



average time spent per attendee



what people **said**

“It did not look like Erie—
it looked like the NEW Erie.”

“This year felt like a **massive upgrade** from last year. **Across the board**— more organized, more attendees, more content.”

“I loved that **it actually celebrated Erie!** Erie music, Erie beer, Erie art, and Erie culture.”



survey administration + analysis courtesy of





presenting sponsor

\$50,000

SOLD OUT

- + **Distinguish your organization as the Official Presenting Sponsor of CelebrateErie**—Earn exclusive naming rights and co-branded marketing with the CelebrateErie logo.
- + **Downtown Pole Banners**—Secure highly visible, exclusive placement of your logo co-branded with the CelebrateErie logo, on downtown pole banners along State Street.
- + **Logo Placement on Staff T-Shirts**—Print your logo on CelebrateErie staff and volunteer t-shirts, co-branded with the CelebrateErie logo.
- + **TV Advertising**—Feature your organization's logo in all TV commercials produced for CelebrateErie.
- + **Featured Social Media Video Post**—Elect to have a member of your organization co-announce CelebrateErie updates in conjunction with news conference announcements.
- + **Food & Beverage Vouchers**—Enjoy \$250 in exclusive vouchers for the local food and beverage vendors at CelebrateErie.
- + **Pre-Release Notifications**—Be the first to find out who our headliners are before the public announcement.
- + **News Conference Recognition**—Opportunity for a member of your organization to participate in and be recognized as the CelebrateErie presenting sponsor at official news conferences.
- + **Backstage Passes**—Receive backstage passes and meet-and-greet opportunities for national headlining artists. Time, availability, and quantity of passes dependent on artists' policy.

- + **Chalkwalk Mural Space**—Commission an artist to conceptualize and create an original chalk mural for thousands to see at CelebrateErie's most popular attraction.
- + **Priority Concert Seating and Reception**—Enjoy **20 passes** per night for priority seating, access to the Erie Art Museum steps, and complimentary hospitality during all Mainstage shows.
- + **Outdoor Advertising**—Feature your organization as the presenting sponsor on billboards and electronic billboards.
- + **Radio Promotion**—Recognize your organization in radio advertisements as the presenting sponsor.
- + **Logo Placement on Banners**—Include your logo, co-branded with the CelebrateErie logo on banners at the event.
- + **Logo Placement in Event Map/Program**—Showcase your organization as the CelebrateErie presenting sponsor in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Promotional Tent Space**—Elect to receive a dedicated 10'x10' tent at the event for interactive giveaways, activities, and other engagements.
- + **Social Media Promotion**—Acknowledge your organization as the presenting sponsor in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



(your logo here)



mainstage sponsor

\$25,000

SOLD OUT

- ✦ **Become the official Mainstage Sponsor of CelebrateErie**— Earn exclusive naming rights to the CelebrateErie Mainstage.
- ✦ **Mainstage Introductions**—Opportunity for a member of your organization to announce Mainstage acts on all three nights.
- ✦ **T-Shirt Toss**—Opportunity to have a member of your organization give away CelebrateErie t-shirts to fans in the crowd on Saturday night before the headlining act.
- ✦ **Live-Stream Logo**—Feature your logo on screen during the Mainstage acts on Community Access Media and social media.
- ✦ **TV Advertising**—Feature your organization's logo in TV commercials announcing headliners for CelebrateErie.
- ✦ **News Conference Recognition**—Opportunity for a member of your organization to participate in and be recognized as the Mainstage sponsor at official news conferences.
- ✦ **Backstage Passes**—Receive backstage passes and meet-and-greet opportunities for national headlining artists. Time, availability, and quantity of passes dependent on artists' policy.
- ✦ **Chalkwalk Mural Space**—Commission an artist to conceptualize and create an original chalk mural for thousands to see at CelebrateErie's most popular attraction.
- ✦ **Priority Concert Seating and Reception**—Enjoy **16 passes** per night for priority seating, access to the Erie Art Museum steps, and complimentary hospitality during all Mainstage shows.
- ✦ **Outdoor Advertising**—Feature your organization as the Mainstage sponsor on billboards and electronic billboards.
- ✦ **Radio Promotion**—Recognize your organization in radio advertisements as the Mainstage sponsor and elect to go on-air for an interview appearance announcing the Mainstage acts.
- ✦ **Logo on Top Mainstage Banner**—Include your logo on the prominent Mainstage banner above all Mainstage acts.
- ✦ **Logo Placement in Event Map/Program**—Showcase your organization as the CelebrateErie Mainstage sponsor in the official event program. Logo must be submitted by June 30.
- ✦ **Promotional Tent Space**—Elect to receive a dedicated 10'x10' tent at the event for interactive giveaways and activities.
- ✦ **Social Media Promotion**—Acknowledge your organization as a sponsor in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- ✦ **CelebrateErie Website Presence**—Include your logo and hyperlink to your organization's website on the official CelebrateErie webpage.



headlining act sponsor

\$15,000

friday headliner

saturday headliner

sunday headliner



- + **Pick one of three headlining acts to sponsor** on the Mainstage during CelebrateErie.
- + **Mainstage Mentions**—Shout-outs from the Mainstage emcee, thanking your organization for sponsoring your act's night.
- + **Backstage Passes**—Receive backstage passes and meet-and-greet opportunities for your sponsored Mainstage act. Time, availability, and quantity of passes dependent on artists' policy.
- + **Outdoor Advertising**—Feature your organization as a CelebrateErie sponsor on billboards and electronic billboards.
- + **Radio Promotion**—Recognize your organization in radio advertisements as a CelebrateErie sponsor.
- + **Priority Concert Seating and Reception**—Enjoy **12 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Chalkwalk Mural Space**—Commission an artist to conceptualize and create an original chalk mural for thousands to see at CelebrateErie's most popular attraction.
- + **Logo Placement on Mainstage Side Banners**—Include your logo on the highly-visible Mainstage side banners for thousands to see.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Promotion**—Acknowledge your organization in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



district sponsor

\$15,000

art district

business district

cultural district
SOLD OUT

family district

food district

- ✦ **Become the official sponsor of one of five event districts—** Choose among the art, business, culture, family, or food districts.
- ✦ **Branded Wayfinding Signage—**Feature your co-branded logo on directional banners and signage throughout your district.
- ✦ **TV Advertising—**Feature your organization's logo in a TV commercial announcing program highlights for CelebrateErie.
- ✦ **Radio Promotion—**Recognize your organization in radio advertisements as a CelebrateErie sponsor.
- ✦ **Chalkwalk Mural Space—**Commission an artist to conceptualize and create an original chalk mural for thousands to see at CelebrateErie's most popular attraction.
- ✦ **Priority Concert Seating and Reception—**Enjoy **12 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- ✦ **Logo Placement in Event Map/Program—**Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- ✦ **Promotional Tent Space—**Elect to receive a dedicated 10'x10' tent at the event for interactive giveaways and activities.
- ✦ **Social Media Promotion—**Acknowledge your organization in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- ✦ **CelebrateErie Website Presence—**Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- ✦ **Social Media Best Practices Kit—**Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





chalkwalk sponsor

\$15,000

SOLD OUT

CelebrateErie's
top attraction!



- + **Become the official Chalkwalk Sponsor of CelebrateErie**— Exclusive co-branded marketing with the Chalkwalk logo.
- + **Opportunity to sponsor CelebrateErie's top attraction** according to our 2019 survey results.
- + **TV Advertising**—Feature your organization's logo in a TV commercial announcing program highlights for CelebrateErie.
- + **Complimentary Chalkwalk Murals**— Receive the first two Chalkwalk mural spaces and either choose your own artist, or opt to be paired with a local artist for your artwork concept. (Please refer to Chalkwalk sponsorship level for full details.)
- + **Artist T-shirts**—Feature your company's logo on t-shirts for the dozens of CelebrateErie Chalkwalk artists who will interact with thousands of attendees during the event.
- + **Radio Promotion**—Recognize your organization in radio advertisements as a CelebrateErie sponsor.
- + **Priority Concert Seating and Reception**—Enjoy **12 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Promotion**—Acknowledge your organization in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



stage sponsor

\$10,000

SOLD OUT
perry square stage
living room stage
market stage
family stage



- + **Opportunity to sponsor one of four unique stages**, designed to showcase our diverse local performers and musicians.
- + **Stage Announcements**—Elect to have a representative of your organization introduce local artists/performers on your stage.
- + **District Stage Banner and Schedule**—Feature your logo on the backdrop banner behind all acts on your district stage, as well as on the daily schedule in front of the stage.
- + **Support local performers and acts** performing in highly visible areas within a specific district.
- + **Priority Concert Seating and Reception**—Enjoy **8 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Promotional Tent Space**—Elect to receive a dedicated 10'x10' tent at the event for interactive giveaways and activities.
- + **Social Media Promotion**—Acknowledge your organization in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



youth basketball tournament

with the erie police athletic league

\$10,000
SOLD OUT

**new for
2022!**



- + **Sponsor a youth basketball tourney for neighborhood kids** on Saturday of CelebrateErie. Police officers will interact with, coach, and mentor kids on and off the court.
- + **Tourney Tees**—Feature your organization’s logo on specially-designed tournament t-shirts for participants to wear.
- + **Promotional Giveaways**—Distribute promotional giveaways and literature to tournament participants.
- + **Promotional Materials**— Distribute marketing materials or promotional products to participants during the summer months leading up to the event.
- + **On-location Signage**—Feature your organization’s logo on banners designating the tournament area.
- + **Direct Donation**— a portion of your sponsorship will be donated directly to the Erie Police Athletic League to support Erie’s youth through future programs, events, and new equipment.
- + **Priority Concert Seating and Reception**—Enjoy **8 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.

Erie Police Athletic League (PAL) is supported and staffed by the Erie Police Department and Erie County Sheriff’s Office.

Officers interact with, coach, mentor, and teach students after school.



3-point basketball contest

\$10,000

**new for
2022!**

- + **Sponsor a walk-up 3-point basketball contest** for youth and adults all day on Friday and Sunday of CelebrateErie.
- + **Contest Naming Rights**—Be the sole sponsor of the contest, which will be referred to by your organization's name.
- + **On-location Signage**—Feature your organization's logo on banners designating the contest area.
- + **Promotional Giveaways**—Distribute promotional giveaways and literature to contest participants.
- + **Sponsored Prizes**— Sponsor prizes for the contest winners, who will be announced at the end of each day.
- + **Bring Us Together**— Spur positive competition among Erie residents, neighbors, and friends to bring our community together.
- + **Priority Concert Seating and Reception**—Enjoy **8 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



cornhole tournament

\$10,000

**new for
2022!**

- + **Sponsor walk-up cornhole tournaments throughout the weekend** starting on Friday and culminating on Sunday of CelebrateErie.
- + **Tournament Naming Rights**—Be the sole sponsor of the tournament, which will be referred to by your organization's name.
- + **On-location Signage**—Feature your organization's logo on banners designating the tournament area.
- + **Promotional Giveaways**—Distribute promotional giveaways and literature to tournament participants.
- + **Sponsored Prizes**— Sponsor prizes for the tournament winners, who will be announced at the end of each day.
- + **Bring Us Together**— Spur positive competition among Erie residents, neighbors, and friends to bring our community together.
- + **Priority Concert Seating and Reception**—Enjoy **8 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



jam sesh sponsor

\$10,000

SOLD OUT

new for
2022!



- + **Introducing CelebrateErie's newest creative attraction!**
What happens when a piano and a box full of instruments show up in the middle of the street at CelebrateErie? **Let's find out!**
- + **Create an open jam space for local musicians**—Partner with a local music store to provide an impromptu performance venue for garage musicians, experienced artists, and up-and-comers alike.
- + **Capture the Action**—Sponsor cameras to record spontaneous performances within the jam space during the entire weekend.
- + **Camera Naming Rights**—Name the camera after your organization for reference online and in the media.
- + **Social Vid**—Feature your organization in the final video for posting on the CelebrateErie website and sharing on social media.
- + **On-site Signage**—Branded signage with a brief explanation of the concept and designating the area as “Jam Sesh”.
- + **Priority Concert Seating and Reception**—Enjoy **8 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



drum circle series

\$7,500

- + **Partner with local drummers and spread the collective rhythm** through interactive drum circles at CelebrateErie.
- + **Walk-up Drumming**—Provide drums for bystanders to join in the action and be part of the contagious beat.
- + **On-location Signage**—Feature your organization's logo on banners designating the drumming area.
- + **Come Together**—Bring together neighbors, visitors, and bystanders of all ages and experience levels for a memorable, rhythmic celebration in the street.
- + **Priority Concert Seating and Reception**—Enjoy **6 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.

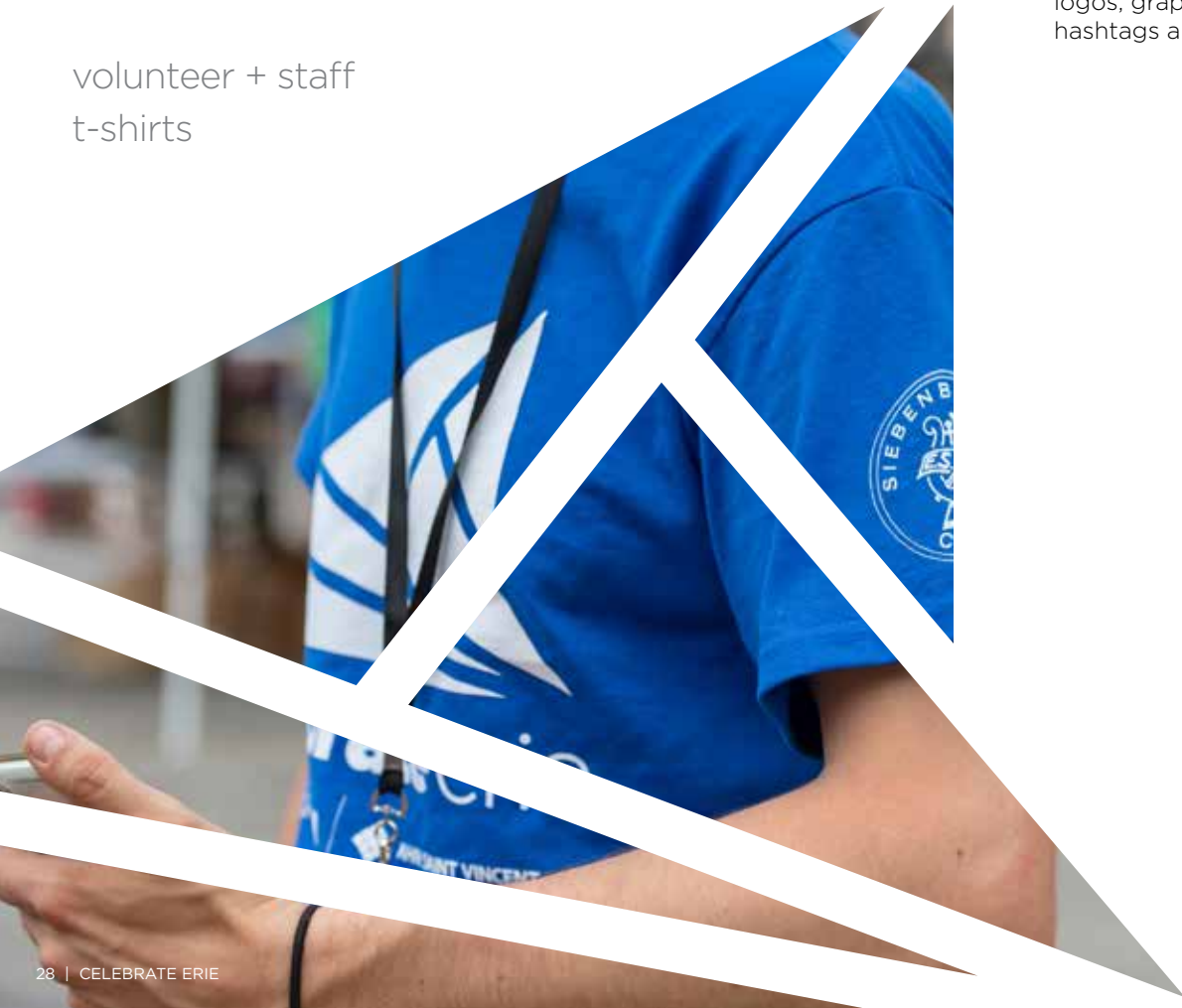


t-shirt sponsor

\$7,500

volunteer + staff
t-shirts

- + **Sponsor CelebrateErie staff and volunteer t-shirts** for the approximately 100 CelebrateErie volunteers and staff who will interact with thousands of attendees during the event.
- + **T-shirt Swag**—Feature your company's logo on CelebrateErie volunteer and staff t-shirts.
- + **Priority Concert Seating and Reception**—Enjoy **6 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.



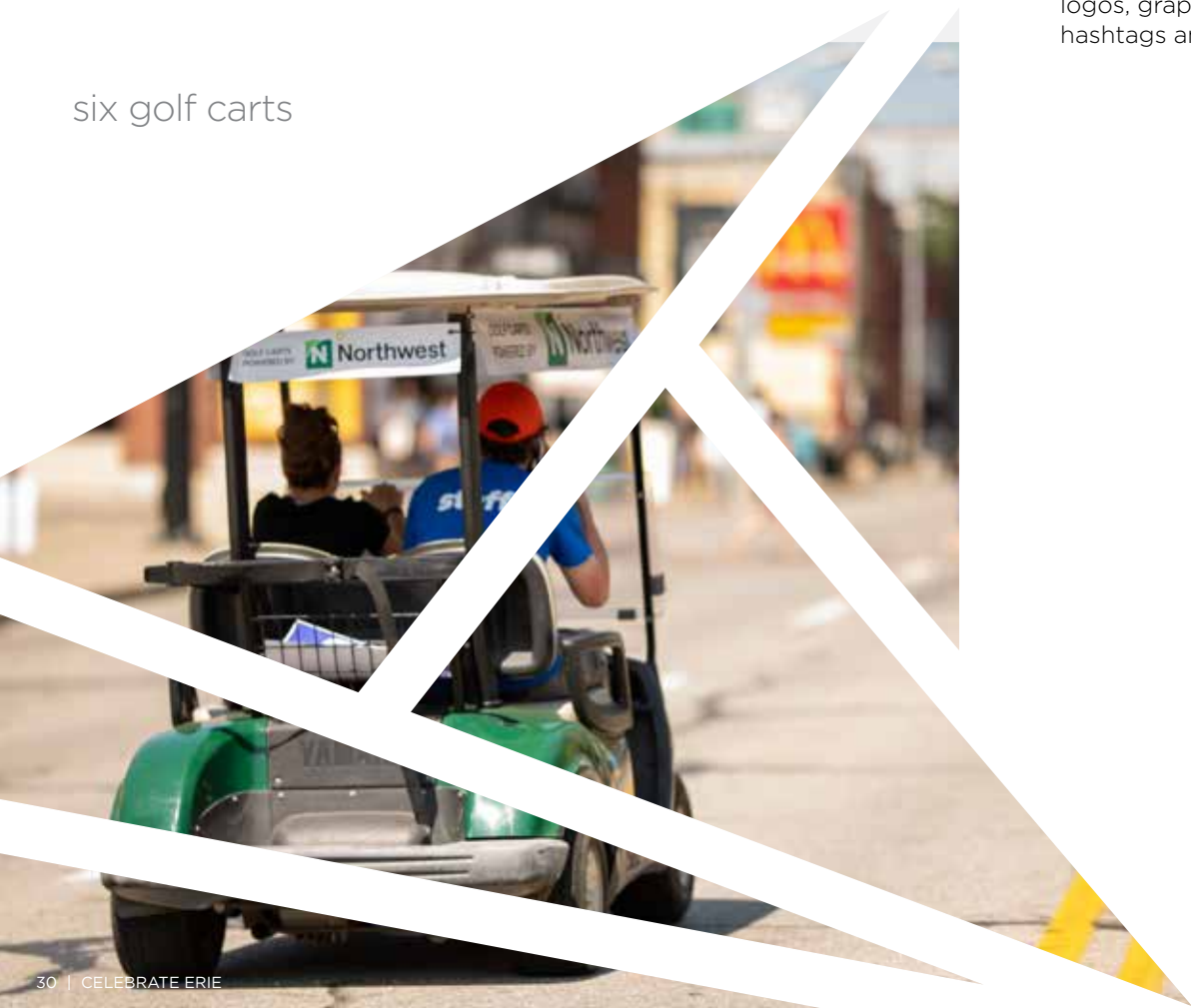


golf carts sponsor

\$7,500

six golf carts

- + **Become the official sponsor of the CelebrateErie golf carts** and feature your logo mobile throughout the event footprint.
- + **Golf cart signage**—Signage with your logo will be placed on CelebrateErie golf carts that staff use to cruise through the thousands of attendees all weekend long.
- + **Priority Concert Seating and Reception**—Enjoy **6 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





flagship funder

\$7,500

- + **Priority Concert Seating and Reception**—Enjoy **6 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Food Vouchers**—Receive \$100 in CelebrateErie vouchers, valid at food and beverage vendors within the food and culture districts.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





social media team

\$5,000

- + **Become the official CelebrateErie Social Media Team Sponsor** and support a team of local social media influencers who will be promoting all things #CelebrateErie.
- + **CelebrateErie Moment of the Week**—Opportunity to sponsor a recurring series of posts on social media in the months leading up to the event, featuring your logo and social media handle.
- + **Street Team Swag**—Showcase your logo on specially-made Social Media Team t-shirts
- + **Priority Concert Seating and Reception**—Enjoy **4 passes** per night for priority seating and access to the Erie Art Museum steps as well as complimentary food and beverages during all Mainstage headlining shows.
- + **Social Media Promotion**—Acknowledge your organization in social media posts from official CelebrateErie Facebook, Twitter, and Instagram accounts.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





dobbins donor

\$5,000

- + **Priority Concert Seating and Reception**—Enjoy **4 passes** per night for priority seating access on the Erie Art Museum steps and complimentary food and beverages during all Mainstage headlining shows.
- + **Food Vouchers**—Receive \$50 in CelebrateErie vouchers, valid at food and beverage vendors in the food and culture districts.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





bayfront benefactor

\$2,500

- + **Priority Concert Seating and Reception**—Enjoy **2 passes** per night for priority seating access on the Erie Art Museum steps and complimentary food and beverages during all Mainstage headlining shows.
- + **Food Vouchers**—Receive \$25 in CelebrateErie vouchers, valid at food and beverage vendors in the food and culture districts.
- + **Logo Placement in Event Map/Program**—Showcase your organization in the official event program. Logo must be submitted by June 30 to meet the print deadline.
- + **CelebrateErie Website Presence**—Include your logo, sponsorship level, and hyperlink to your organization's website on the official CelebrateErie webpage.
- + **Social Media Best Practices Kit**—Receive social media-ready logos, graphics, and pre-written posts, as well as recommended hashtags and people to follow.





celebrate erie



best local
festival

sponsorship contacts

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