

Life
on chocolate
DOWNTOWN
HERSHEY

Downtown Hershey Association

2024

SPONSORSHIP LEVELS

**Hop
Around**
DOWNTOWN
HERSHEY

KISS HERSEY BACK!
Annual Derry Township Cleanup Day

Market
on chocolate
DOWNTOWN
HERSHEY

Music
on chocolate
DOWNTOWN
HERSHEY

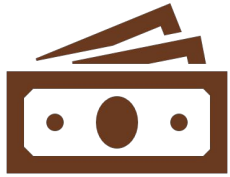
**Choc
tober
fest**
DOWNTOWN
HERSHEY

"LIGHT UP"
DOWNTOWN HERSEY

Downtown Hershey Association Sponsorship Levels 2024

	Sustaining Sponsor \$7,500 - Above	Diamond \$2500	Platinum \$1500	Gold \$750	Silver \$500	Bronze \$250	Community Champion \$100
BENEFITS							
<u>Pre - Event</u>							
Event Flyer	X	X	X	X	X	X	
Facebook Promotion	X	X	X	X	X	X	
Website Promotion	X	X	X	X	X	X	
Linked Logo	X	X					
Feature in Media Promotions	X						
<u>Event</u>							
Printed Promotion	X	X	X	X	X	X	
Banner Promotion	X	X	X	X	X	X	
Event Booth - No Cost	X	X					
<u>Post - Event</u>							
Post Event Recognition	X	X	X	X	X	X	X

DHA Sustaining Sponsorship



**\$7,500 Sponsorship or More –
Annual Commitment**



Sponsorship Needs:

- Music for Choctoberfest which includes sound.
- Music for Music in the Park which includes sound.
- Music for Maker's Market Saturdays.
- Restroom Facilities sponsorship – Trailer, etc.
- Children's Activities – Maker's Market Saturdays.
- Event Advertising – DHA Event Season

Sustaining Sponsorship Benefits

Pre - Event

- Facebook Promotion – Sponsorship for all events.
- Logo inclusion on all website promotions for all events.
- Linked Logo to Company from DHA website.
- Feature in Media Promotions.

Event/Post-Event

- Free Registration for all events.
- Logo inclusion on printed promotion/banner for all events.
- Post event recognition all events.

End of Year

- Post Season Thank you Social.

Diamond Sponsor - \$2,500 per event

Pre - Event

- Facebook Promotion – Sponsorship for the event
- Logo inclusion on website promotion for the event.
- Linked Logo to Company from DHA website for the event.

Event/Post-Event

- Free Registration for the event.
- Logo inclusion on printed promotion/banner for the event.
- Post event recognition.

Platinum Sponsor - \$1,500 per event

Pre - Event

- Facebook Promotion – Sponsorship for the event
- Logo inclusion on all website promotions for the event.

Event/Post-Event

- Logo inclusion on printed promotion for the event.
- Post event recognition.

Gold Sponsor - \$750 per event

Pre - Event

- Facebook Promotion – Sponsorship for the event
- Logo inclusion on website promotions for the event.

Event/Post-Event

- Logo inclusion on printed promotion for the event.
- Post event recognition.

Silver - \$500 per event

Pre - Event

- Facebook Promotion – Sponsorship for the event
- Logo inclusion on website promotions for the event.

Event/Post-Event

- Post event recognition.

Bronze - \$250

Pre - Event

- Logo inclusion on website promotions for the event.

Event/Post-Event

- Post event recognition.

Community Champion – Locals/Townies

- Thank you, Swag Bag.
- Post event recognition.

Thank you for your support!



The value of our good is not
measured by what it does, but by
the amount of good it does to the
one concerned.

— *Milton S. Hershey* —