



# *Wally Lake Fest*

*The lake region's biggest event of the year*

# AUGUST 26-28 2016

Spring has sprung, so it's time to think of the end of summer... what?! Yes... Proudly presented by the Downtown Hawley Partnership, Wally Lake Fest will be here before you know it. Entering it's seventh year (can you believe it?) August 26th - 28th, 2016. We hope you'll join us in the celebration this year as a sponsor or with your special event as we unite the community in this end-of-summer celebration.

We're looking to have another banner year with exceptional weather, only together will this event be memorable and successful. As you may already know, the weekend features events located throughout the entire Lake Region including the Lake Wallenpaupack Visitors Center, Downtown Hawley, area businesses and across the lake itself. Last year, the event featured well over 50 events attracting nearly 10,000 people to the festival over the course of 3 days!!!

Our goal is to embrace the area's pristine natural beauty and fun atmosphere, as well as provide opportunity for local business to showcase products and services, stimulate tourism and strengthen the community.

We have an exciting line up scheduled for the weekend, some highlighted events include:

- Two-Day Open Market Fair at the Lake Wallenpaupack Visitors Center
- Two-Day Boat, Watercraft & ATV Expo

- An Open Market Fair at Wallenpaupack High School
- Outdoor Experiences on the Shoreline and Nature Path
- Boat Parade on the Lake
- An Evening of Shopping, Dining & Entertainment in Downtown Hawley
- Wallypalooza, Live on the Lake!
- Over 50 Different Events Around the Area,

The following for Wally Lake Fest continues to grow, and as a *marketing-focused committee*, we specialize in leveraging our sponsorship dollars in the most effective way possible through online advertising, social media, billboards, posters, brochures and more. Visit our website: [www.WallyLakeFest.com](http://www.WallyLakeFest.com) where we will list all the events, sponsors, parking information, free shuttle bus locations, lodging packages and more.

If you would like to participate in the weekend via sponsorship, hosting an event, decorating your boat in the parade, keeping your store open late on Saturday night, a table at the Open Market Fair, facilitating an outdoor experience, or anything else you can think of please complete one of the attached forms or contact us at [info@wallylakefest.com](mailto:info@wallylakefest.com) or give us a call at **570-226-2141**.

We'll see you at the lake!



## *Your events are what make Wally Lake Fest!*

Your events are extremely important to making WLF a success. We encourage you to think outside the box, get creative, give the Wally Lake Fest visitors exceptional value. Due to our rapid growth, this year our brochure may look a little different and not every event may get equal billing, the more unique, the more value, the more exciting your event, the more likely it'll get top billing in the program!

Submission deadline for your event to be included in the official Wally Lake Fest brochure and map is Friday **MAY 15, 2016.**

YES! I want my business to participate in WALLY LAKE FEST!!!

Please email your information to [info@wallylakefest.com](mailto:info@wallylakefest.com)

- Title of event
- Date(s) of event
- Address and location of event
- Hours of event
- Cost to attend (if any)
- Contact phone number/email
- Web address
- Brief description of the event (we may have to reword for spacing puposes)

To guarantee inclusion in all marketing materials, please submit information *prior to* **MAY 15, 2016.**

Wally Lake Fest Committee  
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EVENTSwanted

