

A decorative border made of blue hexagons in various shades, forming an L-shape on the left and bottom edges of the page.

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 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 or give us a call at **570-226-2141**.

We'll see you at the lake!



SPONSORS*wanted*

PRESENTING SPONSOR: \$5,000

- Front page advertising on all promotional material, including brochure.
- Headline inclusion in all Lake Fest promotion and advertisement (radio, print, collateral, press)
- Homepage logo/ad and link on WallyLakeFest.com and on sponsorship page
- Premium placement on back of the official Wally Lake Fest t-shirt
- Sponsor mention and linking at least once per week across all social media platforms
- Complimentary booth space at Open Market Fair (at open market fair at High School)
- Sponsor logo on brochure cover and headline promotion on all posters

HEADLINE SPONSOR: \$2,500

- Headline inclusion in all Lake Fest promotion and advertisement (radio, print, collateral, press)
- Homepage logo/ad and link on WallyLakeFest.com and on sponsorship page
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Sponsor mention at least once per week across all social media platforms
- Complimentary booth space at Open Market Fair (at open market fair at High School)
- Sponsor logo in premium placement of brochure and headline promotion on all posters

PLATINUM SPONSOR: \$1,000

- Sub-headline inclusion in all Lake Fest promotion and advertisement (excluding radio)
- Homepage logo/ad and link on WallyLakeFest.com and on sponsorship page
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Biweekly sponsor mentions across all social media platforms
- Complimentary booth space at Open Market Fair (at open market fair at High School)
- Tier 1 level logo placement on promotional materials brochure and posters

GOLD: \$500

- Sponsor logo and link on sponsorship page of WallyLakeFest.com
- Tier 2 level logo placement on promotional materials, brochure and posters
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Social media mentions

SILVER: \$250

- Sponsor logo and link on sponsorship page of WallyLakeFest.com
- Tier 3 level logo placement in promotional materials, brochure and posters
- Social media mentions

BRONZE: \$100

- Sponsor link on sponsorship page of WallyLakeFest.com
- Mention on promotional materials, brochure and posters
- Social media mentions

Be a part of this great event for the Lake Region.

As this weekend was once one of the slowest weekends of the summer, **we have now seen it grow into the busiest weekend of the year.** Leverage this incredible event that is sure to continue to grow! Get the most out of your sponsorship dollars by joining an advertising campaign that is sure to engage tens of thousands of people from the lake region and well beyond!

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

Please email your information and your high-resolution, or vector format logo, to info@wallylakefest.com

- Presenting (\$5000)
- Headline (\$2500)
- Platinum (\$1000)
- Gold (\$500)
- Silver (\$250)
- Bronze (\$100)
- Contact name
- Business name
- Email address
- Mailing address
- Best phone number

To guarantee inclusion in all marketing materials, please submit this form prior to **MAY 15, 2016.** Please make checks out to Wally Lake Fest and forward to the address below.

Wally Lake Fest
2512 Route 6 Suite 1 Hawley, PA 18428
info@wallylakefest.com
P: 570-226-2141 F: 570-226-2143

SPONSORSwanted

