

The image features a decorative border made of blue hexagons in various shades, located on the left and bottom edges. The main text is centered in the white space.

# *Wally Lake Fest*

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

2018

# AUGUST 24-26 2018

Wally Lake Fest is back for another outstanding year! 2018 will mark the 9th year for the festival and we want, nay, need you to be a part of it!

Coming off of the strongest year yet for Wally Lake Fest, 2018 is poised to be even better, let's just be sure to keep thoughts of wonderful weather everpresent.

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.

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.

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!**

**When:** Friday Aug 24 - Sunday Aug 26, 2018

**What:** Over 50 events spanning the weekend, featuring:

- » Two-Day Open Market Fair on the Lake
- » 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!
- » & SO MUCH MORE!!!

**Where:** Lake Wallenpaupack and Downtown Hawley, PA!!!

**Why:** This has been put together for all our area businesses and community. Wally Lake Fest has become a "holiday-like" revenue day for many businesses around the lake and in Hawley.

**How:** With your support through sponsorships and events, the Wally Lake Fest committee will ensure maximum visibility of the festival far and wide!

**Who:** Thanks to our perennial sponsors for making this happen, the Downtown Hawley Partnership has been able to host this great event!



*Growth you can visualize! WallyLakeFest.com welcomed over 25,000 visitors in 2017!*

*And nearly 9,000 Facebook fans!*



# 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)
- Exclusive blog article on WallyLakeFest.com
- Premium placement on back of the official Wally Lake Fest t-shirt
- Frequent sponsor mention and linking across all social media platforms
- Complimentary booth space 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 promotion and advertisement, where appropriate
- Premium link on WallyLakeFest.com and on sponsorship page
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Frequent Sponsor mention across all social media platforms
- Complimentary booth space 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 promotion and advertisement, where appropriate
- Featured link on WallyLakeFest.com and on sponsorship page
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Sponsor mentions across all social media platforms
- Complimentary booth space 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](mailto: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 **JUNE 30, 2018.**

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

**SPONSORS***wanted*

