



**WALLY
LAKE
FEST**



The lake region's biggest event of the year!



AUGUST 23-25 2019

It's hard to believe, Wally Lake Fest enters its 10th year in 2019. Wow! From its humble beginnings in 2010, this event has grown to become the largest event of the year for the lake region!

Every year this event grows stronger and stronger with more events than the year before, bringing more tourists to our town as well as bringing out our community and neighbors in incredible numbers. 10 years will be something special, but let's just be sure to keep our thoughts of wonderful weather ever present.

Our goal is to embrace the area's pristine natural beauty and fun atmosphere, as well as provide opportunity for local businesses 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 or give us a call at 570-878-7432.

We'll see you at the lake!

When: Friday Aug 23 - Sunday Aug 25, 2019

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
- » 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!



events WANTED

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 **JUNE 15, 2019**. Earlier submissions will be listed and promoted on WallyLakeFest.com and Facebook for extra promotion!

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

Please email your information to 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 printed marketing materials, please submit information prior to **JUNE 15, 2019**.

Wally Lake Fest Committee
2512 Route 6 Suite 1; Hawley, PA 18428
info@wallylakefest.com
Phone: 570-878-7432

