



**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!



SPONSORS *wanted*

PRESENTING SPONSOR: **\$5,000**

- “Front page” advertising on all promotional material, including brochure.
- 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
- 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**

- Tier 1 level logo placement on promotional materials brochure and posters
- 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)

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

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

- Sponsorship level
- 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 15, 2019**. 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: 570-878-7432