



Office of the President, Dickinson College

PO BOX 1773 Carlisle, PA 17013

www.CarlisleSummerfair.org | carlisesummerfairstaff@gmail.com

Sponsorship Contact: EK Weitzel | 717-991-5252 | ekweek@aol.com

To whom it may concern:

Carlisle Summerfair is made up entirely of volunteers from throughout the greater Carlisle area. Some board members represent businesses, while others serve as community volunteers. Our goal is to offer FREE, FAMILY-FRIENDLY events around the 4th of July holiday for the Carlisle area. This year, Summerfair turns 47! We want our region's families to be able to relax and enjoy activities close to home. With the generous support of many of our great business sponsors, we are able to put on over 35 events each year over the span of an almost two week-long period of time that include things like baby races, a kid's carnival, mini-golf, concerts, including the Harrisburg Symphony and Carlisle Town Band, open swimming pool nights, fishing derby, track meet, and more. There truly is something for everyone.

As a sponsor you will...

INTERACT - Throughout events, sponsors have multiple opportunities to network with the community.

EMPOWER - Sponsors generate brand awareness.

INFLUENCE - Your organization's logo will be on the back of all T-shirts, which will be worn by the Board Members at all events, as well as for sale to the public / used for giveaways.

ENHANCE - Promote your organization's visibility at events with a vendor space for marketing, including being featured on Summerfair's growing social media following.

Our board is hard at work planning the 2024 event schedule and we are asking for your generous donation. The dates for this year are June 28 – July 7. Carlisle Summerfair is a registered 501(c)(4) not for profit organization with the state of Pennsylvania.

Sponsorship Deadline for logo to be featured on printed marketing materials/t-shirts: **April 30th**.

Please email your organization's website and logo to carlisesummerfairstaff@gmail.com.

Please see the sponsorship levels detail sheet on the back.

Thank you for your consideration and we look forward to hearing from you!

2024 Carlisle Summerfair Board

SPONSORSHIP LEVELS

<i>Sponsorship Level</i>	<i>Amount</i>	<i>Benefits</i>
PLATINUM	\$5,000+	<ul style="list-style-type: none"> • Acknowledge Platinum sponsor on all promotional/ marketing materials, including Facebook, Instagram, and Summerfair website. • Recognition of company/ individual during opening remarks; representative may offer remarks during ceremony. • Banner to be displayed at all events, when possible • X-Large Logo/Name on top center of t-shirt • Vendor Space at Opening Ceremonies, Craft Fair, and Symphony Concert • 10 free t-shirts • VIP seating for 10 and 2 reserved parking spaces at Harrisburg Symphony concert
GOLD	\$2,500	<ul style="list-style-type: none"> • Acknowledge Gold sponsor on all promotional/ marketing materials, including Facebook, Instagram, and Summerfair website. • Recognition of company (or individual/family) during opening remarks • Banner to be displayed at all events, when possible • Vendor Space at Opening Ceremonies and Symphony Concert • Large Logo/Name on back of t-shirt • 5 free t-shirts • VIP seating for 5 at Harrisburg Symphony concert
SILVER	\$1,000	<ul style="list-style-type: none"> • Acknowledge Silver sponsor on all promotional/ marketing materials, including Facebook, Instagram, and Summerfair website • Vendor Space at Opening Ceremonies • Medium Logo/Name on back of t-shirt • 2 free t-shirts • yard sign to be displayed at events, when possible
BRONZE	\$500	<ul style="list-style-type: none"> • Acknowledge Bronze sponsor on all promotional/ marketing materials, including Facebook, Instagram, and Summerfair website • Vendor Space at Opening Ceremonies • Small Logo/Name on back of t-shirt • yard sign to be displayed at events, when possible.
INSTITUTIONAL/ IN-KIND		<ul style="list-style-type: none"> • Acknowledge institutional/in-kind sponsor on all promotional/marketing materials, including Facebook, Instagram, and Summerfair website • Small Logo/Name on back of t-shirt • yard sign to be displayed at events, when possible