

## 2018 SPONSORSHIP PROGRAM Sponsorship Opportunities

### REACH 2 MILLION VISITORS ANNUALLY

Within a 50 mile radius • 35-54 median age • Over \$100,000 household income  
Partners will receive the opportunity for guest-facing presence and display at each chosen festival, promoting your products and services, and logo on event page of our website.

In 2018, Peddler's Village celebrates 56 years as a one-of-a-kind resort destination and the third most visited in the Philadelphia region. Featured in national media such as Travel & Leisure, CBS Sunday Morning, Southern Living, Bon Appétit, New York Times, Wall Street Journal, USA Today and Architectural Digest to name a few.

Routes 202 & 263 • Lahaska, Bucks County, PA • [peddlersvillage.com](http://peddlersvillage.com)

### 2018 FESTIVAL/EVENT SPONSORSHIP

Includes:

- Opportunity to be present at festival with booth or table
- Distribute your marketing literature, exhibit or demonstrate at festival.
- Logo on website event page
- Logo on festival/events brochure/literature

### CHOOSE FROM:

Costs are per festival

#### Spring Fling Festival

April 21 & 22

Spring is blooming in the Village! Come celebrate the beginning of the season with Peddler's Village's beautiful landscaping, entertainment, food, and shopping!

*Estimated Attendance 15,000*

#### Strawberry Festival

May 19 & 20

Enjoy a wide variety of strawberry treats and take home fresh strawberries! Live entertainment, food, children's activities, strawberry pie-eating contests and artisans.

*Estimated Attendance 30,000*

#### Summer Food & Music Festival

June 23 & 24

Summer starts here! Kick it off with a weekend of tasty food, summer music, boutique shopping and a Village full of family fun!

#### Bluegrass & Blueberries Festival

July 14 & 15

A weekend full of blueberry treats and swinging bluegrass & country music. Live entertainment, food and children's activities.

*Estimated Attendance 20,000*

#### Peach Festival & Sidewalk Sale

August 11 & 12

The Village will feature peach treats, sizzling summer savings in every shop, live entertainment, food and children's activities.

*Estimated Attendance 20,000*

#### Scarecrow Festival

September 15 & 16

Stroll among the scarecrows on display throughout the Village. Live entertainment, food, children's activities and Scarecrow-making workshops.

*Estimated Attendance 20,000*

#### OctoberFEAST

October 13 & 14

A culinary spin on the traditional German festival with a Beer Garden, Wine and Spirits, tasty Bavarian food specialties, live music, shopping and family friendly activities. *Estimated Attendance 15,000*

#### Apple Festival

November 3 & 4

Enjoy apple treats and take home a bushel fresh from the orchard!

Artisans, live entertainment, food, children's activities and apple pie-eating contests both days. *Estimated Attendance 30,000*

#### Grand Illumination Celebration

November 16

The Village lights up at 6:15 p.m. sharp! Join us as Santa and his helper turns on our Village's holiday light display, enjoying complimentary hot apple cider and marshmallow roasting.

*Estimated Attendance 25,000*

#### Christmas Festival

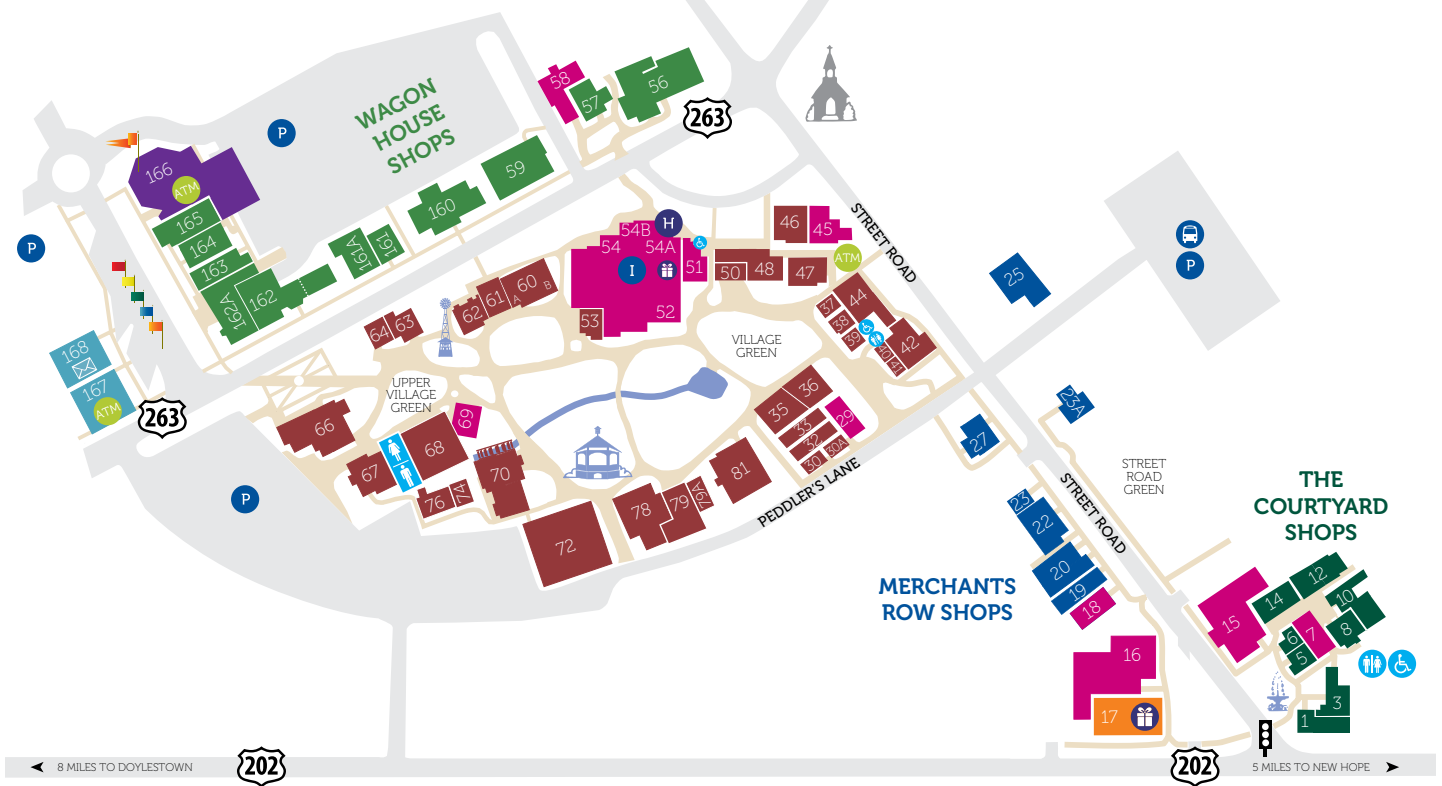
December 1 & 2

Join us for our annual Christmas Parades at 1:30 p.m. on both Saturday and Sunday. Live holiday entertainment throughout the weekend.

*Estimated Attendance 25,000*

All sponsorship contracts, and creative materials will be subject to approval by Peddler's Village PVDM.

# 2018 SPONSORSHIP PROGRAM Map



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<span style="color: #ff9800;">●</span> LODGING	WHEELCHAIR ACCESSIBLE	<span style="border: 1px solid #0070c0; border-radius: 50%; padding: 2px;">I</span> INFORMATION	<span style="border: 1px solid #0070c0; border-radius: 50%; padding: 2px;">P</span> PARKING
<span style="color: #673ab7;">●</span> GIGGLEBERRY FAIR INDOOR FUN CENTER	GIFT CARDS	<span style="border: 1px solid #0070c0; border-radius: 50%; padding: 2px;">✉</span> POST OFFICE	<span style="border: 1px solid #0070c0; border-radius: 50%; padding: 2px;">BUS</span> BUS PARKING

## READY TO CONNECT?

We will work with you to create an innovative partnership opportunity that meets your corporate goals, including:

- Unique Sponsorships
- Signature Events
- On-Site Product Sampling
- Media exposure (All forms)
- Promotional Opportunities



For more information please contact:  
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