



# Sponsorships

**MISSION:** To be the premiere all ages eco-recreational event in the Southwestern PA region.

## EVENT FACTS & FIGURES

- 19,000 people attended the 2018 Regatta at Lake Arthur (Now called the Moraine State Park Regatta).
- The Moraine State Park Regatta is on August 3 and 4, 2019 and is celebrating its 21st year.
- Free for all to attend, this event is funded by the generosity of sponsors and partners.
- Signature events include but are not limited to water recreation activities, marketplace of vendors, fireworks, car cruise, entertainment, kids' tent, educational speakers, and butterfly release. 2019 brings the new addition of the Workforce Development Tent.
- The Regatta attracts people from all over the region and outside the region. The event will be advertised in Butler, Allegheny, Lawrence, Mercer, Clarion, Armstrong, Venango, and Beaver Counties.
- Next year is the 50th anniversary of Moraine State Park.

## MEDIA STATISTICS

- Email Marketing: 2500+ subscribers
- Facebook: 2200+ followers
- Instagram: 100+ followers (new account)
- Media partnerships include television, radio, magazine, newspaper, digital, and billboards, and are estimated to reach an additional 300,000+ people.

## OPPORTUNITIES

**\$1500 “Dirty Jobs” Sponsor:** *Helps to provide for the not-so-glamorous parts of an event of this magnitude, such as permits, traffic and security, waste management, etc.*

- Specific opportunities to be featured in the Moraine State Park Regatta email newsletter, and in the Moraine State Park Regatta social media.
- Listing in the event brochure or app as a Dirty Jobs Sponsor.
- Listing on the Moraine State Park Regatta website.

**\$500 Workforce Development Supporter:**

- Provides one table and the opportunity to showcase your company or organization in the Workforce Development Tent for both days, August 3 and 4.

- Listing on the Moraine State Park Regatta website.

**\$2000 Workforce Development Partner:**

- Provides one table and the opportunity to showcase your company or organization in the Workforce Development Tent for both days, August 3 and 4.
- Hyperlinked listing on the Moraine State Park Regatta website as a Workforce Development Partner.
- Receives attendee information from those attendees who opted in to receive more information from Workforce Development Partners.
- Specific opportunities to be featured in the Moraine State Park Regatta email newsletter, and in the Moraine State Park Regatta social media.
- Listing in the event brochure or app as a featured Workforce Development Partner.
- Included as a Workforce Development Partner in media partnerships for the 2019 Moraine State Park Regatta.

**\$5000-\$10000 Premier Partner:** *Helps to provide for a signature area of the event, and helps to keep the event free for all to attend. Ideal for those companies that want to be associated with a positive, environmentally-friendly, and community-focused event. Specific sponsorship amount and sponsorship benefits determined for each signature event and each company.*

- Naming Rights for one of the signature areas of the event
  - Fireworks
  - Car Cruise
  - SummersCool (water recreation)
  - LilyPad Children’s Tent
  - Education Tent
  - Main Stage
  - Butterfly Release
  - Marketplace of Vendors
  - DockDogs
  - Workplace Development Tent
- Hyperlinked listing on the Moraine State Park Regatta website as a Premier Partner.
- Provides one table and the opportunity to showcase your company or organization in the Marketplace of Vendors, the Workforce Development Tent, the Education Tent, or the LilyPad Children’s Tent for both days, August 3 and 4.
- Reserved parking spots for both event days.
- Opportunity to speak from the main stage.
- Specific opportunities to be featured in the Moraine State Park Regatta email newsletter, and in the Moraine State Park Regatta social media.
- Listing in the event brochure or app as a Premier Partner, in addition to signage and thanks throughout the event.
- Listing from our media partners showcasing your company as a Premier Partner for the 2019 Moraine State Park Regatta.

Applications for **food and craft vendors** are available separately for the Marketplace of Vendors, starting at \$250.

**CONTACT**

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