



The lake region's biggest event of the year!

SPONSORS & EVENTS *wanted*

AUGUST 26-28, 2022

The Chamber of the Northern Poconos is pleased to present Wally Lake Fest 2022, in its 12th year. Lake Fest has grown to become the largest event of the year for the lake region! This event continues to grow and proudly offers exclusive sponsorship marketing.

Our goal is to embrace the area's natural beauty and fun atmosphere, as well as provide opportunity for local businesses to showcase products and services, stimulate tourism and strengthen the community.

If you would like to participate via sponsorship or host an event, please complete this form. If you would prefer to facilitate an outdoor experience or offer another type of activity, we want to hear from you! Please contact us at wallylakefest@northernpoconos.org or give us a call at 570-226-3191.

We'll see you at the lake!

PRESENTING SPONSOR: \$5,000 Only 1- *Thank you Lighthouse Harbor Marina 2022 Headline Sponsor

- "Front page" advertising on all promotional materials including all billboards
- Your business mentioned in all broadcasts
- 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 Vendor Fair (at high school)
- Sponsor logo and link on sponsorship page of WallyLakeFest.com

HEADLINE SPONSOR: \$2,500

- "Headline" inclusion in promotional materials including one digital billboard on I-81
- 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 Vendor Fair (at high school)
- Sponsor logo and link on sponsorship page of WallyLakeFest.com

PLATINUM SPONSOR: \$1,000

- Tier 1 level logo placement on promotional materials
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Sponsor mentions across all social media platforms
- Complimentary booth space at Vendor Fair (at high school)

GOLD SPONSOR: \$500

- Sponsor logo and link on sponsorship page of WallyLakeFest.com
- Tier 2 level logo placement on promotional materials
- Business logo promoted on back of the official Wally Lake Fest t-shirt
- Social media mentions

SILVER SPONSOR: \$250

- Sponsor logo and link on sponsorship page of WallyLakeFest.com
- Tier 3 level logo placement in promotional materials
- Social media mentions

MEDIA SPONSOR: In-Kind

- Minimum \$3,000 In-kind Value
- Details of offer must be outlined
- If company has multiple markets, then then sponsorship will be reflected in specific markets detailed in the outline
- Sponsor logo included in promotional materials
- Sponsor logo and link on sponsorship page of WallyLakeFest.com
- Sponsor logo promoted on back of the official Wally Lake Fest t-shirt
- Sponsor mentions across all social media platforms

BRONZE SPONSOR: \$100

- Sponsor link on sponsorship page of WallyLakeFest.com
- Mention on promotional materials

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

Sponsor Level (please circle): Presenting Headline Platinum Gold Silver Bronze

Day(s) of Event: _____ Time(s) of Event: _____

Description of Event: _____

Business Name: _____ Contact Name: _____

Email Address: _____ Best Phone Number: _____

Mailing Address: _____

To guarantee inclusion in all marketing materials, please submit this form prior to **MAY 1, 2022**. Please make checks payable to **The Chamber** and forward to the address below.



The Chamber ~ Wally Lake Fest Committee
2512 Route 6, Suite 2, Hawley, PA 18428
wallylakefest@northernpoconos.org
(570) 226-3191

