



Spuds & Spurs Festival

Saturday, June 15th, 2024 | 1-6pm | Chestnut Street, Bath, PA

About this festival: Get your boots ready because “Spuds & Spurs” is returning in 2024 to Downtown Bath! The newly rebranded “Spuds & Spurs” Festival will fill Chestnut Street with spud-tastic opportunities for businesses to gain exposure to thousands of festival goers, and will feature live music, food trucks, local beer and wine, and craft and business vendors alike. Combining the best of Country music in the Lehigh Valley and leaning into Bath’s rich potato history with unique potato dishes, Spuds & Spurs is sure to bring a fun and enthusiastic crowd to Bath while shining a spotlight on our wonderful downtown business community.

Admission: FREE thanks to our sponsors!

Audience: 2,000 + Bath, Lehigh Valley, Monroe County, and Carbon County residents and their families.

PLEASE NOTE: To receive marketing benefits, sponsorships must be confirmed and paid in full by Friday, May 31, 2024.

Available Sponsorship Opportunities:

Presenting Sponsor (1 AVAILABLE, CHAMBER MEMBER EXCLUSIVE)

\$4,000

- Listed as a Presenting Sponsor on Event Pages (Spuds & Spurs Website, Chamber Event Calendar, Facebook Event) and in Press Release(s)
- Most prominent logo on the Spuds & Spurs Website
- Most prominent logo on all PRINTED Marketing Materials (Posters, Flyers, Half Sheets, Connections Advertising, and more)
- Opportunities to address the crowd and introduce the band of your choice
- Recognition during opening remarks for each concert over the public address system
- Banner/signage displayed in prominent location at bandshell and/or information booth (must provide)
- Logo on Recap Reel/TikTok post-event
- Social Media Post recognizing you as Presenting sponsor on the Greater Northampton Area Chamber Facebook page
- Optional: Setup vendor booth (10x10 space) for community outreach at all concerts OR Opportunity to distribute your branded giveaways at the Chamber Booth (please contact Elyse Cuttic at elysec@lehighvalleychamber.org to coordinate and receive paperwork for Bath Borough permits).

Entertainment Sponsor: (TWO AVAILABLE)

\$2,000 Member Rate | \$4,000 Future Member Rate

- Listed as an Entertainment Sponsor on Event Pages (Spuds & Spurs Website, Chamber Event Calendar, Facebook Event) and in Press Release(s)
- Logo on the Spuds & Spurs Website
- Logo on all PRINTED Marketing Materials (Posters, Flyers, Half Sheets, Connections Advertising, and more)
- Recognition during opening remarks for each concert over the public address system
- Banner/signage displayed in prominent location at bandshell (must provide)
- Logo on Recap Reel/TikTok post-event
- Social Media Post recognizing you as Entertainment sponsor on the Greater Northampton Area Chamber Facebook page
- Optional: Setup vendor booth (10x10 space) for community outreach at all concerts OR Opportunity to distribute your branded giveaways at the Chamber Booth (please contact Elyse Cuttic at elysec@lehighvalleychamber.org to coordinate and receive paperwork for Bath Borough permits).

Family-Friendly Activity Sponsor**\$1000 Member Rate | \$2,000 Future Member Rate**

- Listed as a Family-Friendly Activity Sponsor on Event Pages (Spuds & Spurs Website, Chamber Event Calendar, Facebook Event) and in Press Release(s)
- Logo on the Spuds & Spurs Website
- Logo on all PRINTED Marketing Materials (Posters, Flyers, Half Sheets, Connections Advertising, and more)
- Recognition during opening remarks for each concert over the public address system
- Chamber-provided signage with your logo at any family-friendly activities (at the Chamber Booth)
- Logo on Recap Reel/TikTok post-event
- Social Media Post recognizing you as Community Partner sponsor on the Greater Northampton Area Chamber Facebook page
- Optional: Setup vendor booth (10x10 space) for community outreach at all concerts OR Opportunity to distribute your branded giveaways at the Chamber Booth (please contact Elyse Cuttic at elysec@lehighvalleychamber.org to coordinate and receive paperwork for Bath Borough permits).

Community Partner Sponsor**\$750 Member Rate | \$1,500 Future Member Rate**

- Listed as a Community Partner Sponsor on Event Pages (Spuds & Spurs Website, Chamber Event Calendar, Facebook Event) and in Press Release(s)
- Logo on the Spuds & Spurs Website
- Logo on all PRINTED Marketing Materials (Posters, Flyers, Half Sheets, Connections Advertising, and more)
- Recognition during opening remarks for each concert over the public address system
- Logo on Recap Reel/TikTok post-event
- Social Media Post recognizing you as Community Partner sponsor on the Greater Northampton Area Chamber Facebook page
- Optional: Setup vendor booth (10x10 space) for community outreach at all concerts OR Opportunity to distribute your branded giveaways at the Chamber Booth (please contact Elyse Cuttic at elysec@lehighvalleychamber.org to coordinate and receive paperwork for Bath Borough permits).

Comfort & Clean Station Sponsor**\$500 Member Rate | \$1,000 Future Member Rate**

- Listed as a Comfort & Clean Sponsor on Event Pages (Spuds & Spurs Website, Chamber Event Calendar, Facebook Event) and in Press Release(s)
- Business Name on all PRINTED Marketing Materials (Posters, Flyers, Half Sheets, Connections Advertising, and more)
- Recognition during opening remarks for each concert over the public address system
- Recognition as Comfort & Clean Station Sponsor signage placed in the bathroom/handwashing areas
- Social Media Post recognizing you as Comfort & Clean sponsor on the Greater Northampton Area Chamber Facebook page

'Best Spuddy' Sponsor aka Supporting Sponsor**\$250 Member Rate | \$500 Future Member Rate**

- Listed as a Best Spuddy Sponsor on GNACC webpage and Facebook event page
- Recognition as a Best Spuddy Sponsor over the public address system throughout the day
- Mention as a Best Spuddy Sponsor in the media release and any outgoing content with a written description
- Mention on the GNACC's Facebook Page and the event page

**For more information on sponsorship opportunities,
please contact your Greater Northampton Area Chamber Liaisons:**

Jessica O'Donnell-Gower at (610) 573-4010 or jessicao@lehighvalleychamber.org

Kylie Adams-Weiss at (484)-548-4090 or kyliea@lehighvalleychamber.org

Aaron Gasparetti at (610)-349-1532 or aarong@lehighvalleychamber.org

Elyse Cuttic at (484) 834-7868 or elysec@lehighvalleychamber.org