

WHO WE ARE:

The Lancaster County tourism industry is innovative, resilient, and imaginative. Our industry will continue to grow and succeed by tapping into our creativity and staying up to date with the latest marketing trends.

WHAT TO EXPECT:

The Marketing Summit will be an opportunity for our partners to expand their marketing prowess and knowledge among industry peers. We are enthusiastically planning a day full of expert speakers with tourism & hospitality specific programming and insights.

For our first-ever Marketing Summit, we want to provide the tools to inspire our partners for the upcoming year. Come and join us for a day of learning!

SPONSORSHIP BENEFITS:



Boost brand visibility among tourism peers



Targeted Reach



Exposure to decision makers in Lancaster County's Tourism Industry



Build Relationships



Showcase your offerings among the tourism community

SHOWCASE YOUR BUSINESS DURING A DAY OF EDUCATION AND GROWTH!

2024 SPONSORSHIP OPPORTUNITIES: MARKETING SUMMIT

PRESENTING SPONSOR X1

\$3,000

- Full page ad in event program
- Recognition on Marketing Summit web page
- Logo placement in session presentations
- Social Media Mention (x2) & Spotlight (x1) on Discover Lancaster LinkedIn
- Partner E-news banner (x1)
- 4 Event Tickets

NETWORKING SPONSOR X1

\$1,800

- Half page ad in event program
- · Recognition on Marketing Summit web page
- Logo placement in session presentations
- Partner E-news mention with link to website (x1)
- Table Topper recognition during networking
- 2 Event Tickets

SESSION SPONSOR X4

\$650

- Quarter page ad in event program
- Recognition on Marketing Summit web page
- Logo placement in session presentations
- 2 Event Tickets

\$500 off your Annual Dinner Sponsorship of equal or greater value. Available for Marketing Summit Presenting and Networking sponsors. Partner must sign both sponsorship contracts at the same time.



WHO WE ARE:

The Lancaster County tourism industry is diverse, vibrant, and so very unique. What better way to recap our year of growth and excitement than to showcase our partners and businesses that make Lancaster such a special place to visit.

WHAT TO EXPECT:

In 2023, we set out to create an incredible and magical (literally) experience for our partners in celebration of our thriving industry. Between the entertainment, food, and dynamic keynote, we all left optimistic about the future of our industry, a little intrigued by "how did they do that?", and a lot inspired.

In 2024 we are eager to match that energy and continue to showcase the best of what our area and industry has to offer.

SPONSORSHIP BENEFITS:



Positive Image



Boost brand visibility among tourism peers



Showcase your offerings among the tourism community



Exposure to decision makers in Lancaster County's Tourism Industry



Showcase your offerings Exposure to decision Support the celebration

HERE'S YOUR CHANCE TO BE PART OF THIS SPECIAL CELEBRATION!

2024 SPONSORSHIP OPPORTUNITIES: ANNUAL DINNER

PRESENTING SPONSOR X1

\$8,500

- Full page back cover ad in event program
- 10 Event Tickets & 10 VIP Event Tickets
- Company logo presented in slide show before and after presentation.
- · Recognition during event presentation with live read
- Social Media Mention (x2) & Spotlight (x1) on Discover Lancaster LinkedIn
- Partner E-news Banner (x4)
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Table Centerpiece Recognition
- Logoed item/trinket in swag bag

NETWORKING SPONSOR X1

\$4,500

- Full page ad in event program
- 5 Event Tickets & 5 VIP Event Tickets
- Company logo presented in slide show before and after event.
- Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Partner E-news mention (x1) & image with link (x2)
- Table toppers on tables during pre-reception
- Logoed "A-frame" sign located in pre-reception area.
- Social Media Mention (x1) & Spotlight (x1) on Discover Lancaster LinkedIn

VIP RECEPTION SPONSOR X1

\$3,500

- Full page ad in event program
- 5 Event Tickets & 5 VIP Event Tickets
- Company logo presented in slide show before and after event.
- Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Partner E-news mention (x1) & image with link (x2)
- · Business card included in VIP gift.

2024 SPONSORSHIP OPPORTUNITIES: ANNUAL DINNER

ENTERTAINMENT SPONSOR X1

\$3,000

- · Full Page ad in event program
- 2 Event Tickets & 2 VIP Event Tickets
- Company logo presented in slide show before and after presentation.
- Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Partner E-news mention (x1) & image with link (x2)

PLATINUM SPONSOR X1

\$2,000

- · Full page ad in event program
- 2 Event Tickets & 2 VIP Event Tickets
- · Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- · Logoed item/trinket in swag bag

GOLD SPONSOR X8

\$650

- Half Page formatted ad in event program
- 2 Event Tickets & 2 VIP Event Tickets
- Recognition on the Discover Lancaster Annual Dinner Event web page
- · Logoed item/trinket in swag bag

PARTICIPATION FORM

SPONSORSHIP CONTRACT



1. Sponsorship Tevel:

Please check the box below to indicate which sponsorship level you would like to participate at. Note that these are sold on a first-come-first-served basis.

	ANNUAL DINNER	MARKETING SUMMIT		
	☐ Presenting Sponsor - \$8,500	Presenting Sponsor - \$3,000		
	☐ Networking Sponsor - \$4,500	☐ Networking Sponsor - \$1,800		
	☐ VIP Reception Sponsor - \$3,500	Session Sponsor - \$650		
	☐ Entertainment Sponsor - \$3,000			
	☐ Platinum Sponsor - \$2,000	\$500 off your Annual Dinner		
	☐ Gold Sponsor - \$650	Sponsorship of equal or lesser value* *available for Marketing Summit Presenting & Networking sponsors		
(2.)	Property Name: Contact Name: Phone #: E-mail Address:			
3.	NOTE: PAYMENT IS DUE UPON RECEIPT OF INVOICE. INVOICE WILL BE SENT 2 MONTHS PRIOR TO EVENT. My check for the amount indicated above is enclosed Credit Card, information attached			
	Signature:	Date:		
	Printed Name:			

4. WAYS TO SUBMIT THIS FORM:

- Email: kzimmerman@discoverlancaster.com
- Fax: 717-299-0470
- Mail: Discover Lancaster, Attn: Katie Zimmerman, 501 Greenfield Road, Lancaster, PA 17601

CREDIT CARD PAYMENT FORM



CONTACT INFORMATION Please provide COMPLETE information.

Name (as it appears on card):			
Business Name			
Street Address (For credit card billing	3)		
City	State	Zip	
Phone	Alternate Phone		
Email			
Today's Date	Amount: \$		
CARD TYPE			
MasterCard			
Visa			
American Express			
Discover			
Card Number			CCV Number (last 3 digits on reverse of card)
Expiration Date: / Month / Year			
		Completed by:	
		Completed by:	
		Dhana	