



CITY OF
LANCASTER

2024 OFFICE OF PROMOTION
SPONSORSHIP PACKAGES

WE'RE ON A MISSION TO BUILD A STRONGER, MORE EQUITABLE LANCASTER BLOCK BY BLOCK

ABOUT THE CITY OF LANCASTER

The City of Lancaster is home to 60,000 diverse residents from all walks of life. These residents, and the neighborhoods they call home, are the backbone of what makes Lancaster City a special place.

In addition to its residents, nearly 40,000 people commute into Lancaster City each day for work; and hundreds of thousands more make Lancaster a destination to visit each year. **Lancaster City is a thriving community, rich in history and culture, that has welcomed everyone since 1742.**



CELEBRATE LANCASTER

CITY OF LANCASTER EVENTS

CITY-LED EVENTS

First Fridays (monthly)
Music Fridays (May–September)
Red Rose Run
Celebrate Lancaster
Welcoming Week
Hispanic Heritage Month
Holiday Season
Mayor's Tree Lighting
Santa in the City
New Year's Eve



RED ROSE RUN

MAYOR'S CULTURAL CELEBRATIONS

Black History Month (Feb.)
Women's History Month (Mar.)
Pride (June)
Juneteenth (June 19)
World Refugee Day (June 20)



HISPANIC HERITAGE MONTH CELEBRATION

SIGNATURE & CULTURAL EVENTS



Signature events that engage tourists and residents throughout the year.

Celebrate Lancaster	Red Rose Run	First Friday & Music Friday
<p>Celebrate Lancaster, the largest of the city-led events highlights the culture of our city through music, food, performance, and community.</p> <ul style="list-style-type: none"> • 25,000 attendees, live music, food trucks, vendors, and more. 	<p>A 40+ year tradition, the Red Rose Run is a 5-mile-long race through the streets of Lancaster City.</p> <ul style="list-style-type: none"> • Upwards of 1,000 runners each year and another 1,000 expected spectators 	<p>Lancaster City's monthly celebration of arts and culture, First Friday sees the city blossom with activity. Additionally, Music Fridays feature live concerts, street performances, and more.</p> <ul style="list-style-type: none"> • Almost 45,000 attendees a year

Cultural and historical events that celebrate the diversity of our residents and their traditions; highlights include Black History Month, Women's History Month, Juneteenth, World Refugee Day, Welcoming Week, and Hispanic Heritage Month. In addition, funding is provided to neighborhoods that wish to hold block parties.

Hispanic Heritage Month Celebration	Welcoming Week
<p>Experience the sights, sounds, and flavors of Latin American culture at the City of Lancaster's Hispanic Heritage Month Celebration. Binns Park and Ewell Plaza come to life with live music and dance, food and drink vendors, and family-friendly activities.</p>	<p>The City of Lancaster is proud to be a Certified Welcoming city. We celebrate this designation each year with a celebration of the varying cultures that make up Lancaster City's population. Previous festivities have included food trucks, live music, and more.</p>
<p>Additional online-based and promoted or non-city-led cultural events marketed under the Mayor's Cultural Celebrations include Black History Month, Women's History Month, Juneteenth, and World Refugee Day.</p>	

LANCASTER CITY FOR THE HOLIDAYS



A series of events to celebrate the joy of the season and provide an opportunity for kids, neighborhoods, tourists, and guests to join in! An expected total of 25,000 people throughout the season.

Mayor's Tree Lighting	Santa in the City	New Year's Eve
A cherished tradition that showcases the lighting of the tree at Penn Square, Santa and his team, and Lancaster's holiday spirit. Featuring live music and entertainment.	Santa and his Bureau of Fire escort visit all four quadrants of the city, offering photo ops at different stops.	An event that attracts residents and visitors alike, Binns Park becomes the center for people to dance into the new year with live music and the Red Rose Drop.
Additional online-based or non-city-led holiday events include Small Business Saturday, Light Up South East, Lancaster Shops Late, and Menorah Lightings.		



Santa's arrival during the Mayor's Tree Lighting



Crowd gathered in Binns Park

SPONSORSHIP LEVELS

The City of Lancaster cannot guarantee marketing benefits unless materials are received at least two months in advance.

Hamilton Sponsor - \$50,000 | *City Events, Holidays, Gatherings*

- Sponsor will receive perks for all category-included events
- Premier booth (or table) location at all events
- On-stage acknowledgment at all events
- Sponsor-provided banners placed in high-visibility areas at all events
- Acknowledgment in all event-related press releases and media advisories
- Logo included on all event-specific signage, billboards, print materials, digital displays, radio spots, and event websites
- Mention in paid and organic social media

Lancaster Sponsor - \$40,000 | *Individual event supporter*

- On-stage acknowledgment at sponsored event
- Sponsor-provided banners placed in high-visibility areas at all events
- Acknowledgment in all event-related press releases and media advisories
- Logo included on all event-specific signage, print materials, digital displays, and event website
- Booth (or table) at sponsored event
- Mention in paid and organic social media

Community Sponsor - \$20,000 | *Individual event supporter*

- On-stage acknowledgment at sponsored event
- Acknowledgment in all event-related press releases and media advisories
- Logo included on all event-specific signage, print materials, digital displays, and event website
- Booth (or table) at sponsored event
- Mention in paid and organic social media

Welcoming Sponsor - \$10,000 | *Individual event supporter*

- Logo included on all event-specific signage, print materials, digital displays, and event website
- Booth (or table) at sponsored event
- Mention in paid and organic social media

Penn Square Sponsor – in-kind | *Individual event supporter*

- Name included on the event website