



HOSTED BY THE  
SUSQUEHANNA  
GREENWAY  
PARTNERSHIP



SUSQUEHANNA

GREENWAY

OUTDOOR

EXPO

SHIKELLAMY STATE PARK



AUGUST 3, 2024



# SPONSORSHIP GUIDE

THE SUSQUEHANNA GREENWAY OUTDOOR EXPO CELEBRATES THE OUTDOOR RECREATION SEASON AND PROVIDES NEW EDUCATIONAL PROGRAMMING TO OUR SUSQUEHANNA VALLEY COMMUNITIES.



# SUSQUEHANNA GREENWAY OUTDOOR EXPO

AUGUST 3, 2024 | SHIKELLAMY STATE PARK MARINA

## Benefits of Sponsorship

### Heightened Brand Awareness

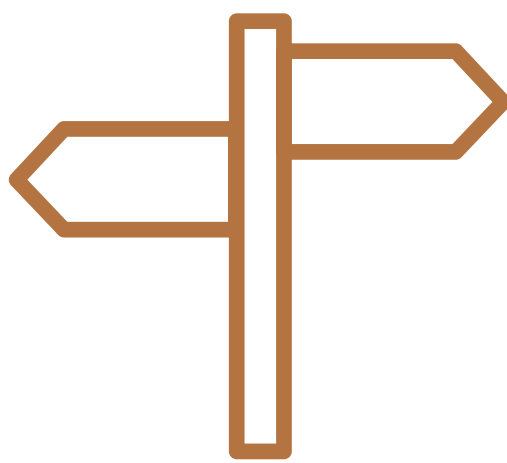
Increase your reach and exposure to new clients, customers, and businesses within your target area.

### Demonstrated Investment in Community

Sponsorship helps your brand establish goodwill and show your community that you're a reliable partner that is able and willing to support all things local.

### Minimal Cost

Get your business out there with a lower financial investment than a traditional marketing strategy. Your brand will be seen by a large, statewide audience, saving you valuable time and resources.



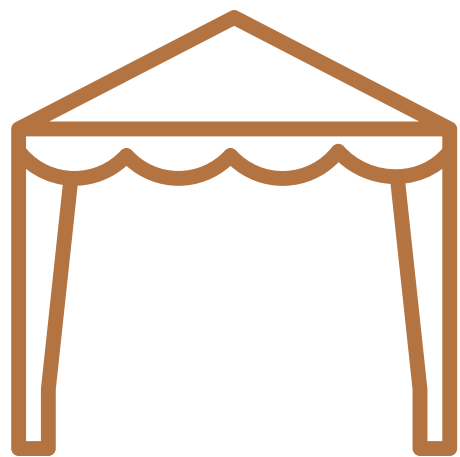
Name & logo on event signage



Ads in event program



Exposure on event website



Engage with attendees in-person



Reputation for supporting local



Low cost for number of people reached





# SPONSORSHIP LEVELS

TRAIL SPONSOR	RIVER SPONSOR	SUSQUEHANNA SPONSOR	GREENWAY SPONSOR
<ul style="list-style-type: none"><li>• Small size company logo on event website</li><li>• Invitation to co-host Facebook event</li><li>• Business card ad in event program</li></ul>	<ul style="list-style-type: none"><li>• All benefits received at previous level</li><li>• Medium size company logo on event website</li><li>• Company logo on event banner &amp; printed media</li><li>• Quarter page ad in event program</li></ul>	<ul style="list-style-type: none"><li>• All benefits received at previous levels</li><li>• Large size company logo on event website</li><li>• Social media recognition</li><li>• Option to provide promotional items to attendees in tote bag</li><li>• Half page ad in event program</li></ul>	<ul style="list-style-type: none"><li>• All benefits received at previous levels</li><li>• Company logo on event tote bag &amp; prominently displayed on all event-related materials</li><li>• Option to address the crowd &amp; provide display</li><li>• Named sponsor for program area</li><li>• Full page ad in event program</li></ul>
\$500	\$750	\$1,000	\$1,500

EXPO SPONSOR
<ul style="list-style-type: none"><li>• All benefits received at previous levels</li><li>• Name prominently displayed in all materials associated with the event</li><li>• Opportunity to publish a 2-page feature article on an relevant topic in the event program</li></ul>
\$3,500

## A-La-Carte Sponsorship Items

We also welcome the opportunity for interested parties to sponsor individual items or opportunities that add a little something extra to the event. Examples might include a water refill station, charging kiosks, or something of your choice that you think would be a great addition! See the chart for some of our pre-determined a-la-carte items.

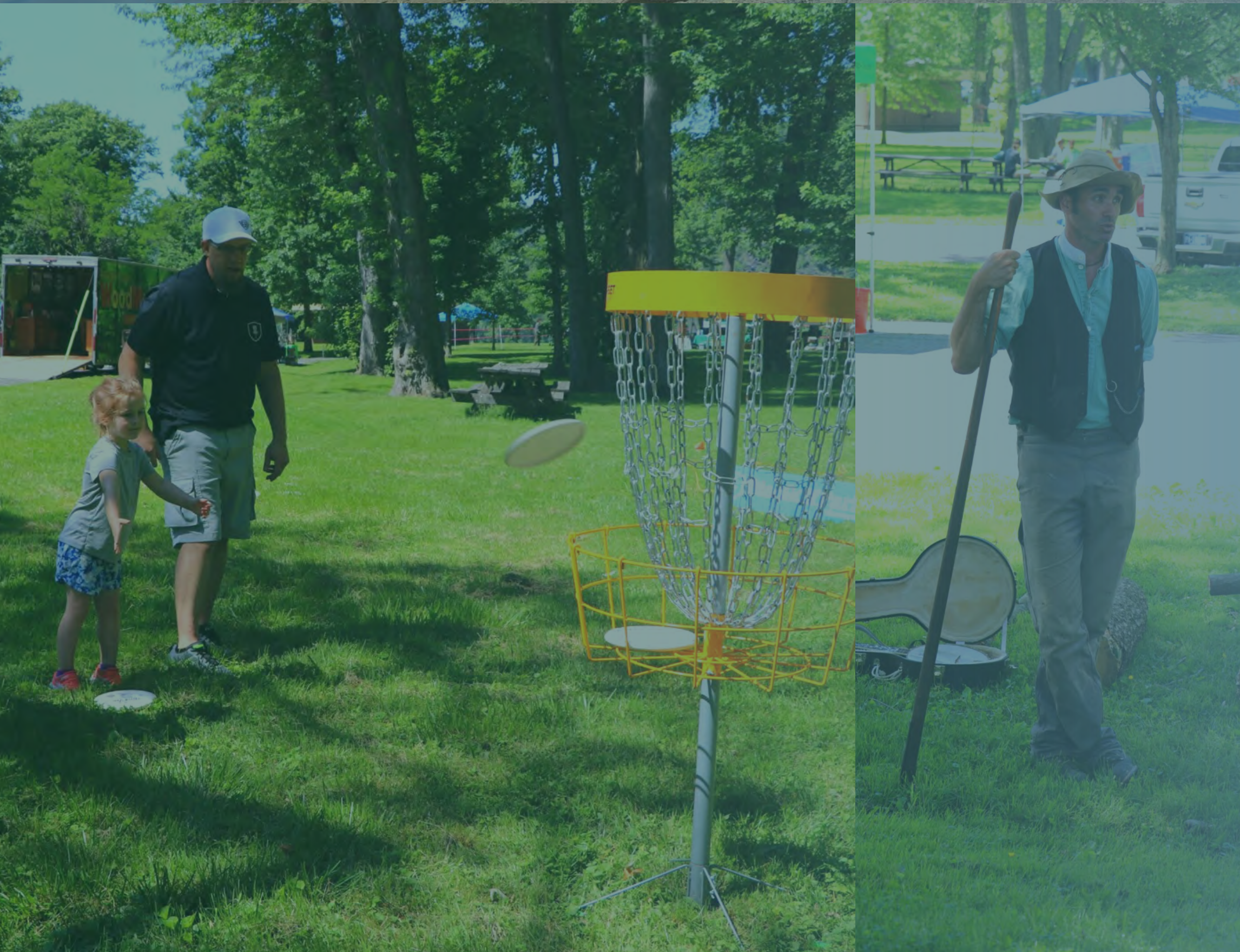
Snacks & Drinks for Volunteers	\$200
Porta Potties (covers 2; standard & handicapped)	\$230
EMS On-Site Services	\$240
Information Kiosk	\$300
Educational Presenter	\$350
Musical Entertainment	\$400





# 2023

## RECAP SHEET



SGP HOSTED BY  
SUSQUEHANNA  
GREENWAY  
PARTNERSHIP

2023

SUSQUEHANNA

GREENWAY

OUTDOOR

EXPO

SHIKELLAMY STATE PARK • JUNE 3, 2023

### DAY-OF ATTENDANCE



1,707

estimated visitors to the  
state park during the event

3 PA craft breweries  
5 food trucks  
3 music acts

58

exhibitors  
attended

1.5 K

people marked "Going" or "Interested"  
on the Facebook event.

192,937

people were reached via SGP's paid Facebook  
& Instagram Advertising for the event.



additional people were reached via  
exhibitor & partner posts.

### SOCIAL MEDIA



### PROGRAMS OF THE EVENT



#### ACTIVITIES

MOUNTAIN BIKE COURSE  
BALANCE BIKE RODEO  
SCAVENGER HUNT  
KAYAK LESSONS  
BOOTH GAMES  
CRAFTS

#### PRESENTATIONS

NATIVE AMERICAN  
LEGENDS  
INTRO TO UNDERWATER  
PHOTOGRAPHY  
WILDLIFE SHOW  
LUMBER HISTORY OF THE  
SUSQUEHANNA



THE REACH FOR THE SUSQUEHANNA GREENWAY OUTDOOR  
EXPO IS MAXIMIZED EACH YEAR VIA THE FOLLOWING OUTLETS.

NEWSLETTERS

ONLINE MEDIA

RADIO

PRINTED MEDIA



## WILL YOU SPONSOR THE 2024 OUTDOOR EXPO?