



# 2016 Long's Park Art Festival Directory & Sponsorship Opportunities

*A Smart Marketing Investment.*



The Long's Park Art Festival is the primary source of funding for the annual Summer Music Series – enjoyed by more than 100,000 music lovers each summer. Your sponsorship dollars help this popular art festival succeed, which in turn provides funding for the thirteen weekend concerts the following summer!

We can customize a sponsorship package that works for your organization. Please act quickly because all sponsorships are sold on a first-come, first-serve basis.

Here are some marketing facts to consider:

- More than 10,000 attendees pass through our gates each Labor Day weekend.
- Our Art Festival attendees are loyal: three-quarters have returned three or more times, and half have attended more than five times.
- They are a desirable demographic, primarily over 40 years of age with high disposable incomes.
- Half of our attendees are from Lancaster County, and the remainder are from high-income communities in Dauphin Co., Cumberland Co., York Co., Chester Co., Montgomery Co., Bucks Co., Delaware Co., Berks Co., and wealthy suburban communities surrounding Philadelphia, Baltimore, Wilmington, and Washington DC.
- Your brand will be aligned with a highly-respected institution that has been bringing art lovers into our community for nearly four decades.

Long's Park Art Festival • 630 Janet Avenue, Lancaster, PA 17601  
Mark Vogel, Director of Sponsorship Sales, 717-368-5143  
[Mark@LongsPark.org](mailto:Mark@LongsPark.org) [www.longspark.org](http://www.longspark.org)

*Your contribution, minus the value of the benefits you accept, is tax-deductible. A copy of the official registration and financial information of the Long's Park Amphitheater Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*





## Directory Advertising

### General Specifications:

Electronic artwork required. Otherwise, there will be an additional charge to create your art. The Long's Park Amphitheater Foundation reserves the right to revise or reject any advertising copy.

- Electronic artwork must be submitted as a high resolution PDF with all fonts embedded or as a 300 dpi (at actual size) Photoshop TIFF or JPEG.
- A hard copy printout of your ad must accompany any electronic artwork.
- All artwork must fit within the actual size of ad purchased and crop marks must be noted.
- Reservations and payment due no later than July 10, 2016.
- Artwork due by August 1, 2016.

### Ad Sizes and Prices:

Please check your ad size. All dimensions are width by height. Pricing is net.

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|---|------------|
| • Back cover, 5.125"(w) x 8.125"(h) live area, no bleed<br>Receive six (6) 3-day tickets                  | \$1,250    |
| • Inside front or back cover, 5.125"(w) x 8.125"(h) live area, no bleed<br>Receive four (4) 3-day tickets | \$950      |
| • Full page, 4.5"(w) x 7.5"(h) live area, no bleed<br>Receive two (2) 3-day tickets                       | \$850      |
| • Half page, 4.5"(w) x 3.625"(h), horizontal  | \$500      |
| • Half page, 2.125"(w) x 7.5"(h) vertical live area   | \$500      |
| • Quarter page, 2.125"(w) x 3.625"(h) live area   | \$300      |
| • Eighth page, 2.125"(w) x 1.6875"(h) live area   | \$175      |
| • Group third page, ** 4.5"(w) x 2.25"(h) live area   | \$400/each |
| • Group sixth page, ** 2.125"(w) x 2.25"(h) live area   | \$225/each |

\*\* Special discounted group rates are available to advertisers doing business in a common shopping area (e.g., downtown Lancaster, Brickerville, Rockvale Square, etc.) A header at the top of the page will identify the shopping area. To qualify for Group rates, a total of three third-page ads or six sixth-page ads must be purchased and appear under one heading.

**Artwork:**  Electronic artwork provided  Electronic artwork to follow

Art on CD's may be mailed to: Long's Park Amphitheater Foundation, 630 Janet Avenue, Suite A-111, Lancaster, PA 17601. PDF's may be emailed to [info@longspark.org](mailto:info@longspark.org) with hard copy faxed to 717-735-8884.

**Questions: please call 717-368-5143**



I/We enclose my/our check, made payable to **Long's Park Amphitheater Foundation**, in the amount of  
\$ \_\_\_\_\_.

Please charge \$ \_\_\_\_\_ to my/our  Master Card  Visa  American Express  Discover

Account No.: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone : \_\_\_\_\_