



LONG'S PARK

AMPHITHEATER FOUNDATION

Curating music and arts in Long's Park for the benefit of the general public, thereby enriching the quality of life in Lancaster County.



IMPACT

A PHILANTHROPIC LEGACY IS ABOUT LASTING IMPACT.

You are investing in more than just a venue. You are investing in the vibrancy of our community, the cultivation of artistic talent, and the promotion of cultural diversity. Together, our work results in personal fulfillment and societal transformation. With your help, we can ensure that the Long's Park Amphitheater remains a beacon of inspiration, joy, and cultural enrichment for years to come



**YOU DO MAKE A DIFFERENCE
IN THE WORLD AROUND US**

VALUE



VALUE OF BEING A SPONSOR

Join the Long's Park Arts Foundation, and demonstrate your company's long-term commitment to the community. Be recognized amongst community leadership (the change makers!) that are defining meaningful change.

AWARENESS

Increase your company's influence and reach by participating in foundation-produced events and programs.

ACCESS

Showcase your brand to potential clients, future advocates, and 30,000+ members of the community.

DISTINCTION

Earn the prestige of using the foundation logo, which opens doors for our community members.

NETWORKING

Build vital relationships with local, regional, and community leaders at every level.



NETWORK



CHECK OUT OUR SOCIAL NETWORK

3,000+

Concert
participation
per event

30,000+

4th of July
Audience
participation

11,000+

Art Festival
Audience
attendance

FALL ART FESTIVAL

377,000+

Facebook reached

75,000+

Instagram reached

SUMMER MUSIC SERIES

287.2%+

Facebook reached

146.2%+

Instagram reached



BENEFITS



GIFTING LEVELS AND BENEFITS

WHY GIVE?

You're an essential part of the foundation and our community, and our community is integral to your business. A foundation sponsor allows you, your colleagues, and your company access to exclusive benefits, events, promotional opportunities, and connections with our diverse contacts in the city commissions, among others, who are focused on community growth.



MUSIC



SPONSOR BENEFITS

LEVEL 1 \$500/Season

- On-stage mention at opening concert
- Company listing on longspark.org
- Use of foundation logo

LEVEL 2 \$1,500/Season

- **Level 1 Benefits +**
- Physical presence with on-site tent at two concerts

LEVEL 3 \$2,500/Season

- On-stage speaking opportunity at one sponsored concert
- Opportunity to distribute promotional items at concerts
- Digital media promotion at each concert (billboard truck)



MUSIC



SPONSOR BENEFITS

LEVEL 4 \$5,000/Season

Level 3 Benefits + Complete Foundation Media Kit

- On-stage speaking engagements at six sponsored concerts
- Six on-site tent opportunities
- Complimentary mention in all media events
- Use of Pavillion for corporate event
- Volunteer opportunities aligned with HR guidelines



MUSIC



SPONSOR BENEFITS

LEVEL 5 \$10,000/Season

Level 4 Benefits + Complete Foundation Media Kit

- Company listing in Fig Magazine
- On-stage speaking engagements at ALL concerts
- Physical presence with on-site tent at ALL concerts
- Complimentary mention at all LPAF media events
- Free prominent location of logo on concert schedule
- Brand banner on concert stage (provide banner)



ART



ART FESTIVAL SPONSOR BENEFITS

RAFFLE TENT \$5,000/Season

Complete Foundation Media Kit

- Branded signage at Raffle Tent
- Company listing in Fig Magazine
- Company listing on longspark.org
- Complimentary mention in all LPAF media events
- New donor announcement in press releases
- Free prominent location of logo on concert schedule
- Volunteer opportunities aligned with HR guidelines

EMERGING ARTISTS \$2,500/Artists

Complete Foundation Media Kit

- Branded signage at artist's tent
- Company listing on longspark.org
- Listing on concert digital truck

ART ENTHUSIAST \$500/Each

- Company listing on longspark.org
- Branded street names (6 available signs)
- Branded beverage tent (3 available signs)
- Branded food court (1 available sign)

MEDIA KIT



FOUNDATION MEDIA KIT

"Big Check" photo opportunity at your business with Foundation President



Photo of you with band/artist of sponsored event

Engraved Sponsor Plaque



Proud Sponsor Window Decal for business windows



Branded Art Festival Street Sign



DIGITAL MEDIA KIT

DIGITAL MEDIA KIT



One of the key benefits of the digital media kit is the opportunity to be prominently featured on Long's Parks's new Discover Lancaster page on www.longspark.org, which receives an average of 9,450 visitors during the season. This visibility allows sponsors to reach a wide audience and gain exposure within the local community and beyond. Additionally, sponsors can utilize keywords related to Long's Park on their own websites to help increase traffic and enhance their online presence and website authority. These online benefits provide sponsors with a valuable platform to showcase their brand and connect with people in a digital landscape.



Use digital sponsor badges in your website's footer or blog post and link to www.longspark.org for an easy SEO back-linking opportunity. Don't forget to use Long's Park keywords in your alternative text descriptions for your website SEO; we are doing this for you on our website.

SEO PACKAGE



ORGANIC TRAFFIC

www.longspark.org

Organic Traffic 10,284/month

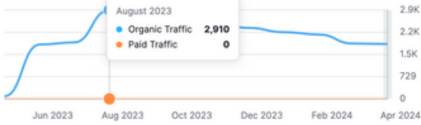
Organic Traffic Paid Traffic Notes



www.longspark.org/art-festival

Organic Traffic 1,800/month

Organic Traffic Paid Traffic Notes



Organic Traffic 863/month

Organic Traffic Paid Traffic Notes



www.longspark.org/summer-music-series

DIGITAL SPONSOR BADGES



SEO PACKAGE



LINKS

<https://www.longspark.org>

<https://www.longspark.org/art-festival>

<https://www.longspark.org/2024-exhibitors>

<https://www.longspark.org/summer-music-series>

<https://www.longspark.org/pastconcerts>

KEYWORDS

Keyword	Traffic	Volume	Difficulty
Long's Park	1.5K	1.9K	29
Long's Park Lancaster pa	312	390	26
Long's Park amphitheater	256	320	29
Long's Park music	384	480	16
Longs Park music series	112	140	18
Long's Park Art Festival	136	170	12
Longs Park Art Festival	112	140	7

NOTES



NOTES





THANK YOU!
LET'S MAKE IT HAPPEN

We are thrilled to have you join in the Long's Park Arts Foundation mission! More importantly, the community will benefit from your participation. Every level of support is meaningful and we **THANK YOU!**



Long's Park Amphitheater Foundation



313 West Liberty Street
Suite 235
Lancaster, PA 17603



admin@longspark.org



717-735-8883



longspark.org

