



Located in historic Easton, PA, **PA BACON FEST** has grown into one of the **Lehigh Valley's most popular events**. With 185+ vendors and 35+ live performances on multiple stages, the annual two-day festival attracts **80,000 bacon lovin' attendees from up and down the East Coast**.

This **family-friendly** event attracts pig-loving attendees primarily from the Lehigh Valley, PA, but also from New Jersey, New York, and Philadelphia, and as far north as the New England states, as far south as Florida, and as far west as Oregon. So, it's no surprise that **PA BACON FEST** was voted one of Parade Magazine's "**FIVE CAN'T MISS BACON FESTIVALS**" in the country and one of the **TOP 300 FESTIVALS IN THE WORLD** by FEST300.com!! Locally, voted **BEST CULINARY EVENT** in Lehigh Valley Style magazine's Best of the Lehigh Valley contest.

More than just a delicious weekend, **PA BACON FEST** is the largest fundraiser for the **Greater Easton Development Partnership** — a volunteer-driven nonprofit that works to nurture Easton's economic well-being and cultural vibrancy, and to trumpet all this historic city has to offer. We have **something for everyone!**

2022 PA BACON FEST Special Attractions

Hog Wild Stage

Presented by IBEW Local 102

Our main stage is THE place to kick up your hooves with full bands providing music all day!

Farm to Fest Stage! Swine Stage! Piglets Stage!

You will find the best in singer/songwriters, local musicians, family entertainment and more on our additional stages!

Family Fun Zone

Bungee Jump! Rock Climbing Wall! Pig & Wiener Dog Races! And so much more to enjoy in our Family Fun Zone!

Contests, Contests, and More Contests

Culinary! Bacon Eating! Hog Calling!
Best Costume! The Mascot Dash!

Pigskin Lounge

Escape the crowd, have a beer and enjoy live televised sports in your refuge from a sea of pork.

Bacon & Brew Tastings

Join us at Bacon & Brew for a taste bud explosion with samples of Two Rivers Brewing craft beers paired with a variety of Breakaway Farms bacon!



SPONSORSHIP PACKAGES

PORKALICIOUS (\$15,000)

Presenting Attraction: Hog Wild Stage, Pigskin Lounge

- Logo on or at attraction entrance
- Logo on marketing materials (printed materials/advertising, banners, volunteer T-shirts)
- Logo on digital billboard Sponsor Thank You campaign
- Full page ad in event program/map, with prominent logo on sponsor page
- Prime booth space (up to 10'x30')
- Live plugs from three stages four times per day
- Up to six social media mentions, logo/link on e-blasts inclusive of one custom content feature, and logo/link on website inclusive of prominent logo
- Four Ticket/Merch Packs*
- Three parking passes per day

WAKIN' BACON (\$10,000)

Presenting Attraction: Music Stage (three), Family Fun Zone

- Logo on or at attraction entrance
- Logo on marketing materials (printed materials/advertising, banners, volunteer T-shirts)
- Logo on digital billboard Sponsor Thank You campaign
- Half page ad in event program/map, with prominent logo on sponsor page
- Prime booth space (up to 10'x20')
- Live plugs from three stages three times per day
- Up to four social media mentions, logo/link on e-blasts inclusive of one custom content feature, and logo/link on website inclusive of prominent logo
- Three Ticket/Merch Packs*
- Two parking passes per event

*Ticket/Merch Packs include two (2) t-shirts and two (2) tasting tickets

PIGS FLY (\$5,000)

Presenting Attraction: Bacon Eating, Hog Calling or Best Costume Contests, The Mascot Dash, Culinary Stage, Photo Op Stop, Pig & Wiener Dog Races, Mechanical Pig Ride, Bacon & Brew Tasting

- Logo on or at attraction
- Logo on marketing materials (printed materials/advertising, banners, volunteer T-shirts)
- Quarter page ad in event program/map, with prominent logo on sponsor page
- Prime booth space (up to 10'x15')
- Live plugs from three stages two times per day
- Up to four social media mentions, logo/link on e-blasts and logo/link on website
- Two Ticket/Merch Packs*
- One parking pass per day

BABY BACK (\$2,500)

- Logo on marketing materials (printed materials/advertising, banners, volunteer T-shirts) and event program/map
- Prime booth space (up to 10'x10')
- Two social media mentions, logo/link on website
- One Ticket/Merch Pack*
- One parking pass per day

PIGLETS-A-PLENTY (\$1,500)

- Logo on marketing materials (printed materials/advertising, banners, volunteer T-shirts) and event program/map
- Live plugs from three stages one time per day
- Two social media mentions, logo/link on e-blasts and logo/link on website
- One Ticket/Merch Pack*



SPONSORSHIP COMPARISONS

SPONSORSHIP BENEFITS	PIGLETS-A-PLENTY	BABY BACK	PIGS FLY	WAKIN' BACON	PORKA-LICIOUS
Presenting Attraction (logo on or at entrance)			Bacon Eating, Hog Calling or Best Costume Contests, The Mascot Dash, Culinary Stage, Photo Op Stop, Pig & Wiener Dog Races, Mechanical Pig Ride, Bacon & Brew Tasting	Music Stage (three), Canine Corner, or Family Fun Zone	Hog Wild Stage or Pigskin Lounge
Logo on Marketing Materials (printed posters, banners, print advertising, volunteer T-shirts)	✓	✓	✓	✓	✓
Print Advertising (ad space in event program/map)	Logo	Logo	¼ Page	½ Page	Full Page
Prime Booth Space		10'x10'	10'x15'	10'x20'	10'x30'
Live Plugs on Three Stages (per day)	one		two	three	four
Social Posts / Eblasts / Custom Content / Website Link	2/all/yes	2/0/yes	4/all/yes	4/all/ 1/prominent	6/all/ 1/prominent
Ticket & Merch Packs (includes two t-shirts and two tasting tickets)	one	one	two	three	four
Parking Passes (per day)		one	one	two	three
Net Annual Investment	\$1,500	\$2,500	\$5,000	\$10,000	\$15,000
Commitment Deadline	Friday, September 9, 2022				