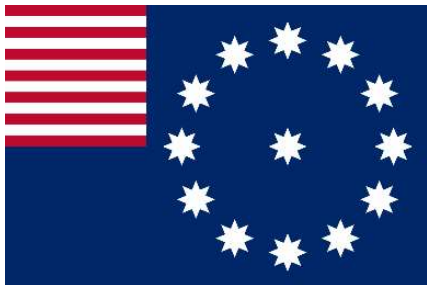


# GREATER EASTON DEVELOPMENT PARTNERSHIP



All events presented within are programs of  
**GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**,  
a volunteer driven, 501(c)(3) nonprofit entity that collaborates to  
nurture Easton's economic well-being and cultural vibrancy.

*© Photos by Michael DeGesso*



### **Be Part of Easton's Renaissance.**

Since Easton was chosen in 1776 as one of only three cities where the **Declaration of Independence** was read aloud, it has become a place where the spirit of independence flourishes - a magnet for entrepreneurs, free thinkers, and artists.

Now a beautiful, riverside city of approximately 28,000 residents, Easton provides a wealth of opportunities, festivals and events for residents and visitors with unmistakable small-town charm.

### **Who is GEDP & Why Should I Support It?**

The short answer is this: **The Greater Easton Development Partnership** believes in and loves our city. Our small but mighty team works passionately every day to make Easton a better place for its residents, businesses and visitors through our many programs.

You'll find us setting up tents in the early mornings at Easton Farmers' Market, America's oldest, continuous, open-air market. You'll see us as red-shirted Easton Ambassadors, ready with a friendly hello, offering directions and keeping Downtown Easton clean — even on snowy or sweltering hot days. Our Easton Main Street Initiative and West Ward Community Initiative programs focus on economic revitalization and supporting small businesses through programs and events.

You'll find us coordinating events like PA Bacon Fest, Heritage Day, and more, which attract thousands of visitors to Easton. And you'll also find us spearheading the Easton Murals Project, Easton Fourth Fridays, Easton Garden Works, Easton Compost Program, and so much more.

Easton is where we live, work and spend our weekends. We are deeply committed to enriching Easton and trumpeting all it has to offer.

Our goal is to Support Easton. But we can't do it alone. A 501(c)(3) not-for-profit, GEDP relies on support from our community partners like you. And we need you now more than ever. Take a look at the variety of events within and then, let's work together to get you involved in our wonderful community. Join us today and find out how you can **#supporteaston**

A green-tinted photograph of a suspension bridge at night. The bridge's intricate steel structure is illuminated, and a building with a classical facade is visible in the background. The overall scene is set against a dark night sky with a faint moon visible in the upper left corner.

# EASTON MARKET DISTRICT

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# 2024 SPONSORSHIP OPPORTUNITIES

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*Photos by Michael DeJesso*





Established in 1752, the **EASTON FARMERS' MARKET** is **America's longest, continuously running open-air market**. Today the market remains a **rich and colorful piece of Easton's heritage**. Each week it draws families, local chefs, foodies, and tourists.

The mission of the **EASTON FARMERS' MARKET** is to provide **fresh, high quality, local produce and food products** directly from regional farms and businesses to the **2,500 consumers** every Saturday. Our market family – a passionate group of farmers, entrepreneurs, chefs, and artists – is fully committed to their craft and dedicated to **making our world a better, healthier, more beautiful place**. All products sold are locally grown and produced, with most of the produce naturally/organically grown. All meat and dairy are antibiotic and hormone-free, and animals are pasture-raised. And yes, all farms undergo a full on-site inspection to ensure the quality of products you expect.








SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	Main Stage, Music Series, Hot Pepper Olympics	Opening Day, Apple Jam, Funky Ferments Fest	choose one**	
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	all market days	five market days	three market days	one market day
<b>Booth Space (10'x10')</b>	10 market days	five market days	three market days	one market day
<b>Live Plugs (May-December)</b>	three	two	one	
<b>Social Media Mentions</b>	three custom	two	two	one
<b>Eblasts Logo &amp; Link</b>				text
<b>Website Logo &amp; Link</b>				text
<b>Total Investment</b>	\$10,000	\$5,000	\$3,000	\$1,000
<b>Commitment Deadline</b>	Friday, March 22, 2024		two weeks prior to first event date	

\*Title/Presenting Sponsor Level is currently available. Please contact Natalee Hercik for a custom package based on your marketing objectives.

\*\*Special Event Dates 2024: **May 4 - Opening Day** | June 1 - Strawberry Day | June 15 - Juneteenth Celebration | June 22 - Pollinator Day | July 7 - Our 272nd Birthday Celebration | Aug 3 - Peach Day | Aug. 17 – Tomato Day | **Aug 31 - Funky Ferments Fest** | Sept 14 – Hispanic Cultural Day | **Sept 21 - Hot Pepper Olympics** | **Oct 12 - Apple Jam** | Oct 26 - Pumpkins & Pooches / Lafayette Family Weekend



An offspring of **EASTON FARMERS' MARKET**, the **WEST WARD MARKET** was established in 2022 to provide a **social gathering space** for all, connecting the neighborhood around locally focused, fresh food and handmade products, music, activities, and a celebration of community. The mission of the **WEST WARD MARKET** is to provide **fresh, high-quality food products** directly to the consumer while striving to support local agriculture as well as West Ward businesses. The WWM seeks to address food insecurity and equity in the neighborhood, providing economically accessible food products.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction	Music Series, Zucchini 500 Race Day	choose one*		
Logo on Marketing Materials				
Banner Display	all market days	five market days	three market days	one market day
Booth Space (10'x10')	10 market days	five market days	three market days	one market day
Live Plugs	three	two	one	
Eblasts Logo & Link				
Website Logo & Link				
Total Investment	\$5,000	\$2,500	\$1,500	\$250
Commitment Deadline	Friday, March 22, 2024	two weeks prior to first event date		

**\*Special Event Dates 2024:** May 1 - Opening Day | May 31 - Strawberry Day | June 12 - Juneteenth | June 19 - Pollinator Day | July 10 - Berry Jam | July 17 - Zucchini 500 Race Day | Sept 4 - Melon Madness | Sept 20 - Hispanic Heritage Day | Oct 16 - Harvest Fest



# EASTON FEATURE EVENTS

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## 2024 SPONSORSHIP OPPORTUNITIES

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*Photos by Michael DeJesse*



Join our other corporate partners, Lehigh Valley Health Network, Hindle Power, Crayola, and Unity Bank, for the 2024 Easton Twilight Criterium. This exciting event takes place in Downtown Easton and is expected to draw **10,000+ spectators** who create a lively and fun atmosphere for all. The criterium includes a Community Ride for everyone to participate in, a one-mile dash for runners, amateur and professional bike racing, and an exceptional opportunity for spectators to be in close proximity to the racers and feel the wind created by them as they whiz by.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	Logo on Start/Finish Line Trusses, Winner's Jersey Presentation	Men's Pro Race, Women's Pro Race, custom packages available		
<b>Logo on Marketing Materials</b>	★	★		
<b>Booth Space</b>	10'x20'	10'x20'	10'x10'	10'x10'
<b>Mesh Course Banners</b>	two	one		
<b>Panel Course Banners</b>	eight	six	four	two
<b>Live Plugs</b>	three	two	one	
<b>Website Logo &amp; Link</b>	★	★	★	text
<b>VIP Tent Passes/Parking</b>	ten/five	six/three	four/two	two/one
<b>Signed Event Poster</b>	one			
<b>Total Investment</b>	\$15,000 & above	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, April 12, 2024			

\*Presenting Attractions include: Promo Primes, Pro, Amateur & Junior Races, VIP Tent, Wheelie Competition, Community Ride, 1-Mile Dash, Team Tent Zone, Course Turn, Beverage, Porta Potty Hero, Trash Management, Kids Zone, Neutral Support Pit, Special Seating Options





SUNDAY, JULY 7, 2024 | 11:30AM – 10PM | DOWNTOWN EASTON

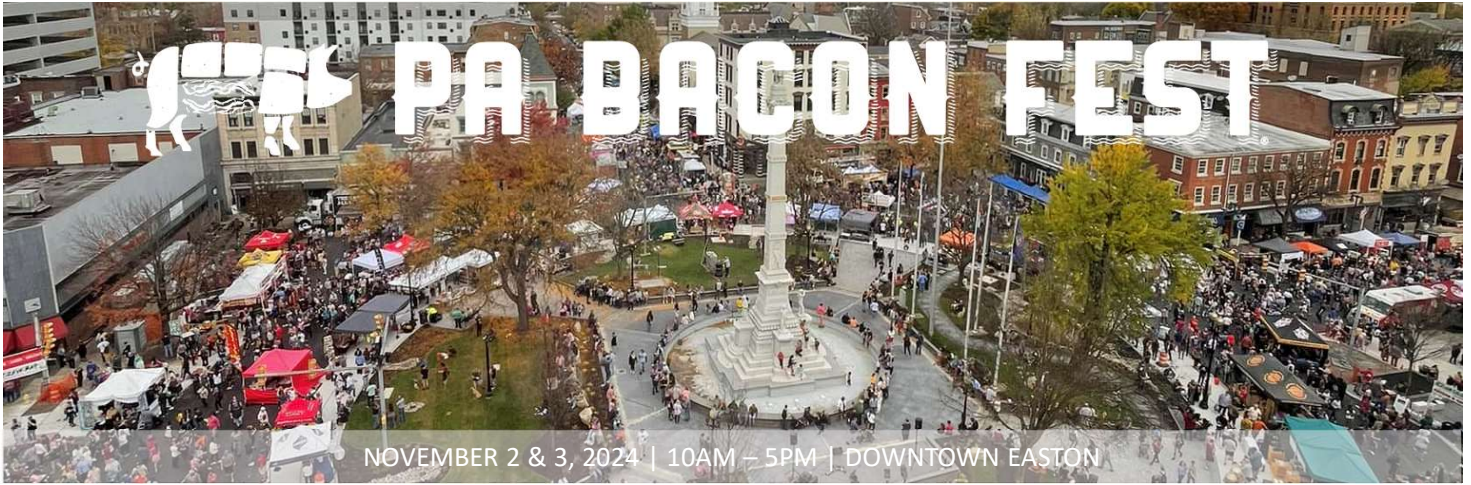
At noon on July 8, 1776, Easton was one of only three places where the Declaration of Independence was first read publicly. Ever since that monumental event, Easton has embraced the principles of freedom as a city where pioneering thoughts and diverse beliefs are welcome, where unique individuals can bring their dreams to life in word and action.

We celebrate both the original spirit of independence and its enduring legacy with **HERITAGE DAY**: a free, full-day family festival. With 5,000 in attendance, **HERITAGE DAY** celebrates both the original spirit of independence and its enduring legacy with reenactment events, activities for kids, live music and a fireworks display.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction*	Main Stage, Beer Garden	Music Stage, Family Fun Zone	Face Painter, Balloon Artist	
Logo on Marketing Materials	★	★		text
Booth Space	10'x20'	10'x10'	10'x10'	
Live Plugs	4+ custom	3+ custom	2+ mention	1+ mention
Website Logo & Link	★	★	★	text
Parking Passes	two	one	one	
Total Investment	\$10,000	\$5,000	\$2,500	\$500
Commitment Deadline	Friday, May 24, 2024			









\*Title/Presenting Sponsor Level is currently available. Please contact Natalee Hercik for a custom package based on your marketing objectives.





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 **74,000 bacon lovin’ attendees** from up and down the East Coast.













BACON FEST was voted BEST FESTIVAL and BEST CULINARY EVENT by the readers of Lehigh Valley Style Magazine, named 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.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	Hog Wild Stage, Pigskin Lounge, Family Fun Zone, Bacon & Brew Tasting	Piglet Stage, Swine Stage, Farm to Fest Stage, Centre Square Stage, Entry Gates	Bacon Eating Contest, Selfie Station, Pig & Wiener Dog Races, Culinary Contest, Big Screen TV	
<b>Logo on Printed Marketing Materials</b>				
<b>Booth Space</b>	10'x30'	10'x20'	10'x10'	10'x10'
<b>Live Plugs</b>	3+ custom	1+ custom	mention	
<b>Social Media Mentions</b>	two stories four custom posts	three stories two custom posts	two stories two posts	
<b>Interactive Map Branding</b>	yes	yes	yes	
<b>Eblasts Logo &amp; Link</b>				
<b>Eblast Spotlight</b>	one			
<b>Website Logo &amp; Link</b>				text
<b>Entertainment Fund</b>	\$300	\$200	\$100	
<b>Parking Passes</b>	three	two	one	one
<b>Total Investment</b>	\$15,000	\$10,000	\$5,000	\$3,000
<b>Commitment Deadline</b>	Friday, September 20, 2024			

\*Title/Presenting Sponsor Level is currently available. Please contact Natalee Hercik for a custom package based on your marketing objectives.



First launched in 2020 to bring the community together in a safe, outdoor setting, the Winter Village in Historic Easton has become an annual holiday destination! Featuring more than 40 outdoor shopping and food huts under the 106-foot Peace Candle and thousands of twinkling lights in Centre Square, a skating rink, live entertainment, and shopping at our great downtown retailers, the village welcomes **74,000 guests** over the five festive weekends!







SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Ice Rink, Music Stage, Warming Tent	Festival of Trees, Polar Express		
<b>Logo on Marketing Materials</b>				
<b>Ice Rink Dasher Board</b>	two	one	one	one
<b>Event Map</b>				
<b>Vendor Hut</b>	ten event days	five event days		
<b>Live Plugs</b>	two custom	one	one	
<b>Eblasts Logo &amp; Link</b>				text
<b>Website Logo &amp; Link</b>				text
<b>Total Investment</b>	\$10,000	\$5,000	\$2,000	\$750
<b>Commitment Deadline</b>	Friday, October 11, 2024			





SATURDAY, NOVEMBER 30, 2024 | 12PM – 8 PM | CENTRE SQUARE

For decades, Easton’s Peace Candle has stood as a visual reminder and call for peace. It stands 106-feet tall and is displayed from mid-November to mid-January around the Soldiers and Sailors Monument in Centre Square. Our long beloved Easton tradition continues as **12,000 community members** gather to celebrate the annual **PEACE CANDLE LIGHTING** with a day filled with the sights and sounds of the season including live music, carriage rides, strolling street performers, ice carvers, and more treats to delight the whole family.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction	Main Stage	Breakfast with Santa, Letters to Santa, Ice & Chain Saw Carving		
Logo on Marketing Materials				text
Booth Space	10’x20’	10’x10’	10’x10’	
Live Plugs	three	two	one	
Eblasts Logo & Link				
Total Investment	\$5,000	\$2,500	\$1,250	\$500
Commitment Deadline	Friday, October 11, 2024			

# 2024 COMMUNITY EVENTS

## SPONSORSHIP OPPORTUNITIES



**HISTORIC DOWNTOWN EASTON**'s riverfront location and wealth of historic architecture are constant reminders of its prominent role in the nation's founding and its establishment as a place of business. **HISTORIC DOWNTOWN EASTON** is a central hub of arts and entertainment in eastern Pennsylvania. Within this creative district, arts tourism will continue to flourish with all downtown has to offer, including shops, restaurants, galleries and gathering places. Support our programming by partnering with some of our most popular events, connecting your brand with our merchants and thousands of guests who live, work and play in the Greater Easton area.



Downtown Easton welcomes Spring with our annual **SPRING INTO EASTON** shopping and tasting crawl. Enjoy a day strolling downtown checking out shops while sampling fare from some of Easton's finest eateries. With an average of 30 participating businesses paired with 30 restaurants, we welcome an estimated attendance of 700-1,000 guests.

SATURDAY, APRIL 13, 2024 | 12PM – 4PM | DOWNTOWN



Experience the magic of **FOURTH FRIDAYS** in downtown Easton. Explore our quaint shops and galleries; enjoy live music, entertainment and fun activities sprinkled throughout town. Stay for dinner and maybe a show, or just soak up the summer vibes. There's always something new waiting to be discovered in our historic downtown!

FOURTH FRIDAYS | APRIL – OCTOBER | 5PM – 9PM | DOWNTOWN



**LIVE AT THE FALLS** celebrates the beauty of Easton's waterfront parks with a weekly event full of great tunes, local food and drink vendors, and plenty of family-friendly lawn games! Fan favorites include Joyous, The Won Ton Soups, A Few Good Men, and more! The event draws approximately 400 guests each week.

EVERY THURSDAY | JUNE – SEPTEMBER | 6pm – 8:30pm | SCOTT PARK

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Booth Space (10'x10')	10 event days	six event days	three event days	one event day
Banner Display	10 event days	six event days	three event days	one event day
Total Investment	\$5,000	\$3,000	\$1,500	\$500
Commitment Deadline	two weeks prior to first event date			





Founded in 1983, the **GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**, is a volunteer driven, 501(c)(3) nonprofit entity that collaborates to nurture Easton’s economic well-being and cultural vibrancy. We strive towards making Easton a national model of a livable and welcoming small city. To support our efforts, GEDP hosts two boutique events throughout the year that provide a relaxed, casual atmosphere to enjoy fine food and beverages along with great company.



Princesses Belle, Cinderella, Tiana, Rapunzel, and Ariel host our annual **PRINCESS TEA** with sweet treats, sing-a-longs and a truly royal experience. Each Prince or Princess is presented with tiara or crown upon arrival. Guests (up to 100) dress up as their favorite royalty to really embrace the full experience.

SUNDAY, APRIL 14, 2024 | 11:30AM | BANK STREET ANNEX



The **PUMPKIN PARTY** returns in 2024 for an afternoon of fun with a Fall theme! The event offers jack-o-lantern creations, tarot card readings by The Loving Piece, a stage show with Grins & Grins, lots of games, face painting, Fall photo-ops, ghost stories by the Easton Public Library and the kid-favorite trackless train ride.

SUNDAY, OCTOBER 13, 2024 | 11:30AM – 4PM | SCOTT PARK

SPONSOR LEVEL	PRESENTING	SUPPORTING	COMMUNITY	FRIEND
<b>Booth Space</b> (Pumpkin Party)	10’x20’	10’x10’	10’x10’	
<b>Onsite Activation</b> (Princess Tea)	yes	yes	yes	
<b>Banner Display</b>	yes	yes	yes	
<b>Logo on Marketing Materials</b>	★	★		
<b>Website Logo &amp; Link</b>	★	★	★	★
<b>Event Tickets</b>	eight	four	two	two
<b>Sponsor Gift</b>	four	two		
<b>Total Investment</b>	\$5,000	\$2,500	\$1,000	\$500

**Commitment Deadlines**  
 Princess Tea – Friday, March 1, 2024  
 Pumpkin Party – Friday, September 27, 2024



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**ROSÉ ON THE RIVER** is a relaxed fundraising event held at Easton’s beautiful Scott Park, located at the confluence of the Lehigh and Delaware Rivers. ROSÉ ON THE RIVER guests (up to 300) sample a variety of international rosés, fresh oysters, passed hors d’oeuvres, and live music. Join us in celebration of National Rosé Day!

SATURDAY, JUNE 15, 2024 | 6PM | DOWNTOWN



**A NIGHT OF BOURBON** is a premier bourbon tasting event hosted at Easton’s historic Pomfret Club. Guests (up to 300) enjoy **tasting fifteen exclusive bourbons**, a pub-fare menu, passed hors d’oeuvres, a raffle entry to win a specialty bottle of bourbon, and live music.

SATURDAY, FEBRUARY 1, 2025 | 5PM – 8PM | POMFRET CLUB

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Wine or Bourbon Station	Live Music	High Top Table	
<b>Logo on Marketing Materials</b>	★	★		
<b>Website Logo &amp; Link</b>	★	★	★	*
<b>Event Tickets</b>	eight	four	two	two
<b>Total Investment</b>	\$5,000	\$2,500	\$1,000	\$500
<b>Commitment Deadlines</b>	Rosé on the River – Friday, May 10, 2024 Night of Bourbon – Friday, January 5, 2025			