



On September 18 & 19, 2021, **the Horn Farm Center for Agricultural Education** will be hosting the 17th annual **York County Pawpaw Festival** to benefit local regenerative agriculture practices and education programs at the Horn Farm Center.

The York County Pawpaw Festival is an outdoor, family-friendly community event celebrating York County's beloved pawpaw. Pawpaws are the largest edible fruit native to the Eastern United States. This local delicacy grows in abundance right here in the Susquehanna River region and is a rediscovered culinary delight among food enthusiasts up and down the eastern seaboard.

York County's Pawpaw Festival will be held on September 18th & 19th from 10am-3pm at the Horn Farm Center, located at 4945 Horn Rd. York, PA 17406.

Marketing will reach:

- A broad audience that spans Pennsylvania and the eastern United States. Previous year's participants have traveled from Washington, D.C., Maryland, Virginia, Maine and all over Pennsylvania to celebrate York County's pawpaw.
- Our community of local food enthusiasts via print and social media including followers for the Horn Farm and the York County Pawpaw Festival facebook pages (over 6000 combined followers)
- Recognition in the weekly Horn Farm Happenings e-newsletter sent to nearly 3000 subscribers

We are looking for sponsoring organizations who believe in the Horn Farm Center's mission to connect soil, food, and people in ways that improve the health and resilience of our community.

York County Pawpaw Festival Sponsorship Levels:

SUSQUEHANNA - TITLE SPONSOR - \$2500 - Limited to one sponsor

- Co-presenter of the event. Listing on all promotional materials would be:
York County Pawpaw Festival presented by the Horn Farm Center and Title Sponsor
- Complimentary 10x10 vendor space for title sponsor promotion at the Festival*
- Company banner displayed at event **
- Logo included in all event promotional materials****
- Special highlight in weekly e-newsletter (3000 subscribers)
- Special highlight on Facebook (6000+ followers)
- Name mention in media campaign
- 16 Complimentary Tasting Tickets

ALLEGHENY - \$1200

- Company promotional materials displayed and offered to visitors at event***
- Company banner displayed at event**
- Logo included in all event promotional materials****
- Special highlight in weekly e-newsletter (3000 subscribers)
- Special highlight on Facebook (6000+ followers)
- Name mention in media campaign
- 8 Complimentary Tasting Tickets

SHENANDOAH- \$500

- Company promotional materials displayed and provided to visitors at event***
- Company name placed on all event promotional materials****
- Name mention in media campaign
- 4 Complimentary Tasting Tickets

POTOMAC- \$250

- Company name placed on all event promotional materials****
- Name mention in media campaign
- 2 Complimentary Tasting Tickets



Center for Agricultural Education

4945 Horn Road, York, PA 17406 • 717.757.6441 • info@hornfarmcenter.org • hornfarmcenter.org

Additional Details:

* Complimentary 10x10 vendor space and tables provided, title sponsor must provide tent, promotional materials, and a company representative if possible. If you prefer to provide promotional materials without a company representative please let us know.

**Banners must be provided by the sponsor by September 3, 2021

***Promotional materials (flyers, giveaways) must be provided by the sponsor by September 3, 2021 and will be displayed at a shared info table

****Logos must be provided by July 17, 2021 to Alexis Campbell at executivedirector@hornfarmcenter.org to be included in media campaigns and promotional materials.

Thank you for helping us to connect our community to local food!

Active event promotion begins July 25. To be included in all marketing efforts, secure your sponsorship as soon as possible by contacting Alexis Campbell at executivedirector@hornfarmcenter.org or call 610-451-4008.

***More about the how the Horn Farm Center is a leader in the field of regenerative agriculture:**

At the Horn Farm Center we are working to transform farming by developing and demonstrating methods that work in cooperation with natural cycles. It is time to look at a farmer as both a provider of agricultural goods and as a participant in an ecological system. This agro-ecological system provides a number of public goods and services including: water, soil, energy, biodiversity, recreation, and carbon sequestration. By changing the way we farm, we can restore the health of our soil, water, and woods while providing for the food needs of our community in the face of a changing climate.

The Horn Farm Center believes in the power of education. By partnering with local farmers and concerned citizens in our region, we teach and demonstrate how gardeners and farmers can establish healthy relationships with natural ecosystems to increase the quality and quantity of locally grown food, improve financial returns, and remove more carbon from the atmosphere. We are building a community of skilled land stewards who, by building soil fertility and restoring ecological balance to our place on this planet, are better able to feed our community in the face of economic and environmental uncertainty.