

# Westmoreland Arts & Heritage Festival

July 4, 5, 6, and 7, 2024 • Twin Lakes Park, Greensburg

## Sponsorships

The nationally acclaimed Westmoreland Arts & Heritage Festival will celebrate its 50<sup>th</sup> Festival of bringing the best in visual and live performing arts, traditional and fine crafts, cultural heritage activities, humanities, and exciting ethnic foods to Westmoreland County. The Festival provides something for everyone's taste and keeps people coming back year after year. The annual estimated attendance is up to 100,000 visitors over the four day event. **The Westmoreland Arts & Heritage Festival is ranked #16 in the Nation and #1 in Pennsylvania for The 100 Best Classic & Contemporary Craft Shows" by Sunshine Artist Magazine in 2023.**



Westmoreland Arts & Heritage Festival  
252 Twin Lakes Road  
Latrobe, PA 15650

Phone: 724-834-7474  
[www.ArtsAndHeritage.com](http://www.ArtsAndHeritage.com)  
[info@ArtsAndHeritage.com](mailto:info@ArtsAndHeritage.com)

# About the Festival

- ◆ The mission of the Westmoreland Arts & Heritage Festival is to present exceptional visual arts, traditional crafts, educational activities, and live performing artists to enlighten, entertain, and enrich the community while preserving and demonstrating Pennsylvania's historical and living cultural heritage. We are recognized as a non-profit, 501(c)(3) organization providing free entertainment as well as cultural and social enrichment to our community.
- ◆ WAHF covers eight acres of Twin Lakes Park.
- ◆ Four stages featuring live performing artists and educational entertainment for all ages.
- ◆ Artist Market featuring 200+ artists from across the United States.
- ◆ 40+ Food Vendors tempting our visitors with ethnic cuisine.
- ◆ Eight wineries and two distilleries from across Pennsylvania .
- ◆ 30+ promotional/sponsorship booths developing connections with our visitors.
- ◆ Shuttle buses continuously running during the Festival traveling from select location, check website for full details.
- ◆ Free admission to our estimated 100,000 visitors annually over the four days.
- ◆ Heritage Trail featuring traditional craft demonstrations, cultural collaborations, local and national authors.
- ◆ Westmoreland Art Nationals Juried Art & Photography Exhibition. The first exhibit takes place at Westmoreland County Community College with an Opening Reception on May 18 and continues through June 5. The Second exhibit's Opening Reception takes place on June 29. The exhibit will reopen July 4 through July 7.
- ◆ The WAHF awards two scholarships on behalf of Michael J. & Aimee Rusinko Kakos. One for Literary Arts and the second for Visual Arts and the Olga Gera Visual Arts Scholarship annually to a student from Westmoreland County.

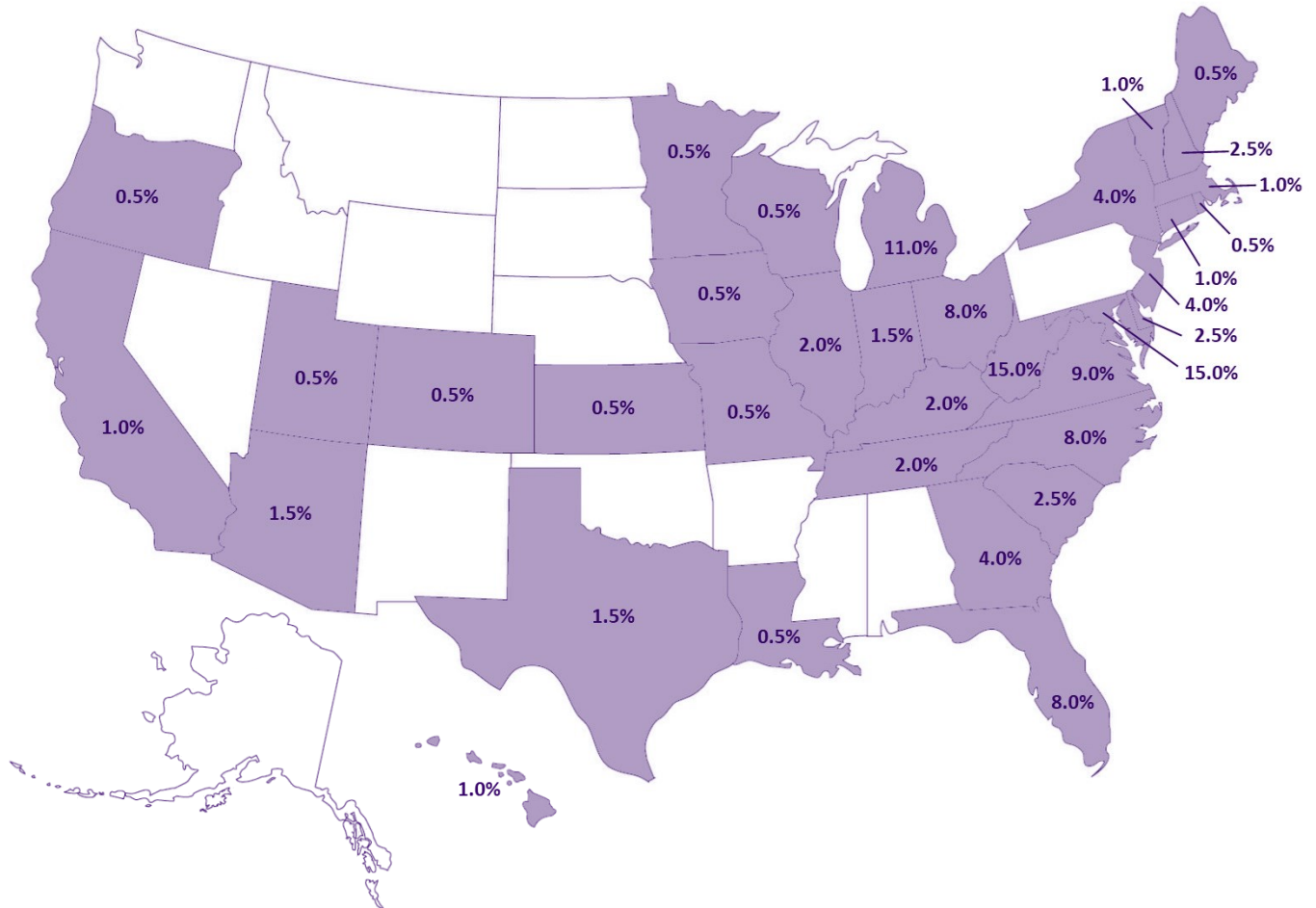
## Benefits of a Festival Sponsorship

- ◆ Largest event of its kind in Westmoreland County.
- ◆ Able to reach 100,000 visitors or more to our Festival, website, and Social Media.
- ◆ Support a 501 (c)(3) non-profit charitable arts organization.
- ◆ Possible tax deduction.
- ◆ WAHF advertisements appear on TV, radio, billboards, transit buses, local and national magazines, newspapers, consumer shows, and online.



# Festival Attendee Demographics

## VISITORS OUTSIDE PENNSYLVANIA



## MARITAL STATUS



**Single: 32.8%**



**Married: 52.3%**



**Other: 14.9%**

## INCOME

## AGE



**Under \$40K:**

**21.6%**

**Over \$40K:**

**78.4%**

**Under 25 Years: 7%**

**Over 25 Years: 93%**



# Festival Attendee Demographics

## GENDER



**Female  
Visitors:  
65.8%**

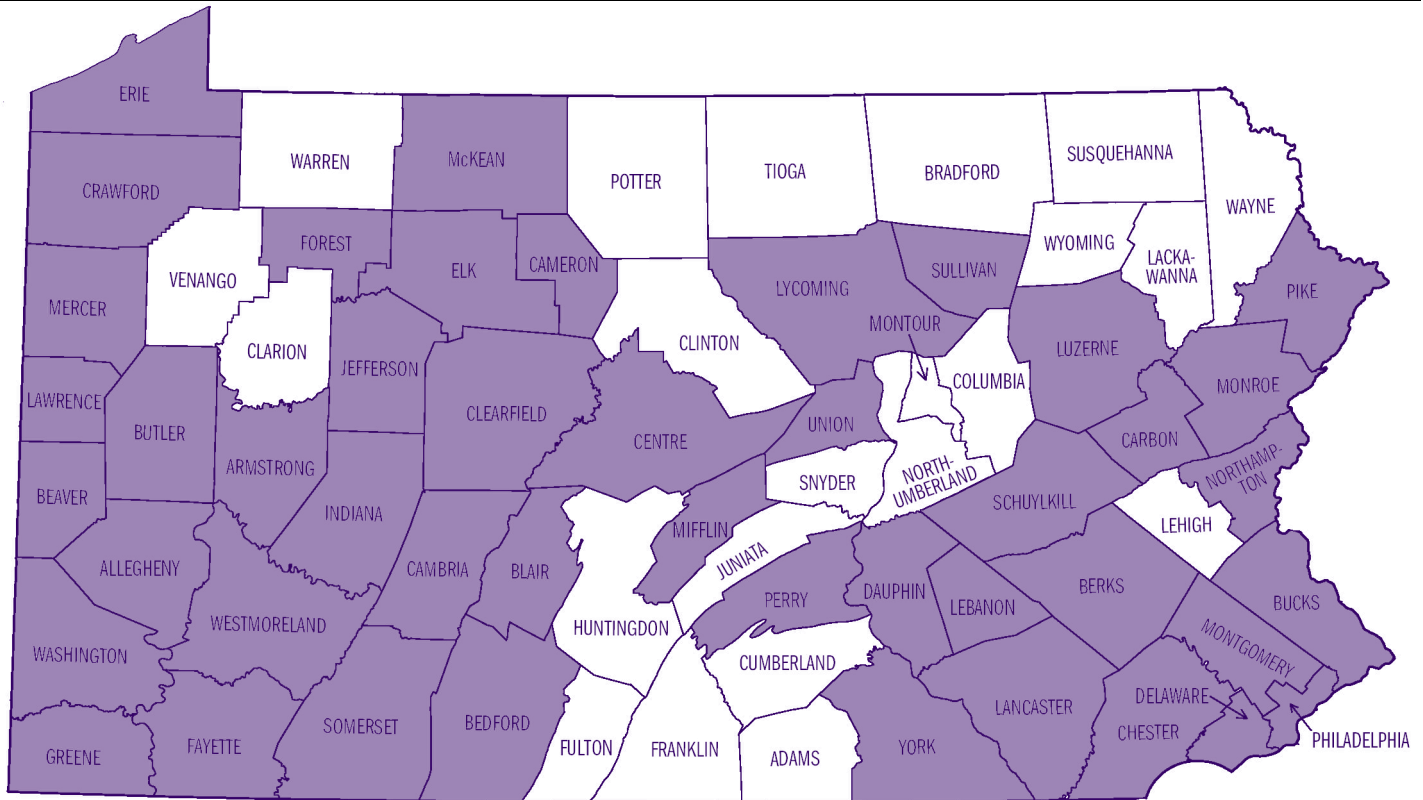


**Unknown  
Visitors: 2.3%**

**Male  
Visitors:  
34.9%**



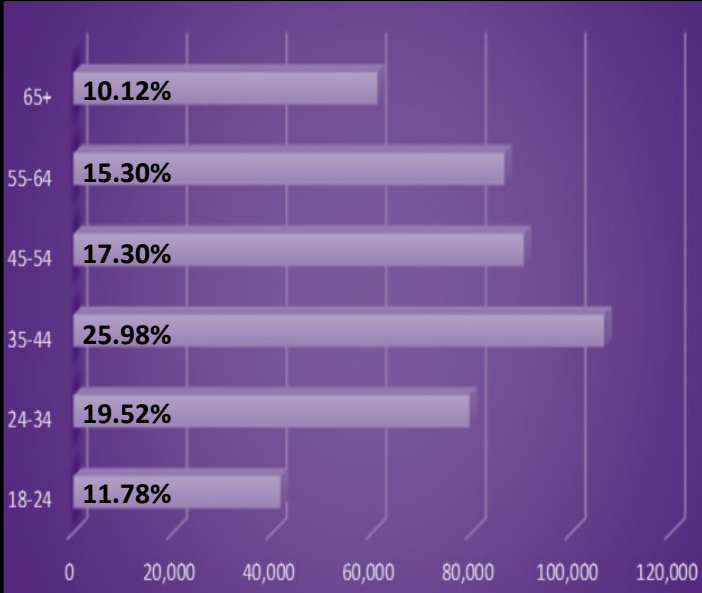
## VISITORS INSIDE PENNSYLVANIA



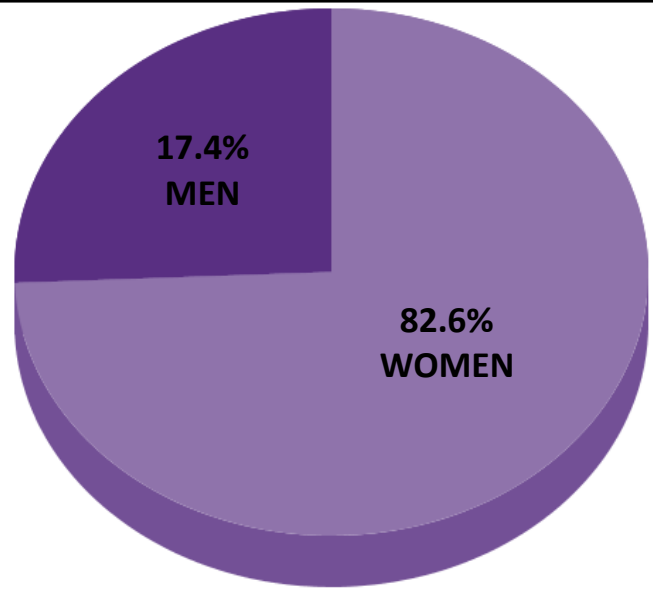
Allegheny	20.00%	Centre	0.06%	Jefferson	0.16%	Perry	0.02%
Armstrong	2.10%	Chester	0.02%	Lancaster	0.17%	Philadelphia	0.05%
Beaver	0.49%	Clearfield	0.11%	Lawrence	0.17%	Pike	0.03%
Bedford	0.12%	Dauphin	0.02%	Lebanon	0.02%	Schuylkill	0.03%
Berks	0.03%	Delaware	0.03%	Luzerne	0.03%	Somerset	0.67%
Blair	0.19%	Elk	0.02%	Lycoming	0.05%	Sullivan	0.02%
Bucks	0.05%	Erie	0.05%	McKeen	0.03%	Union	0.02%
Butler	0.77%	Fayette	3.68%	Mercer	0.10%	Washington	1.78%
Cambria	1.45%	Forest	0.02%	Mifflin	0.03%	Westmoreland	61.80%
Cameron	0.02%	Greene	0.03%	Montgomery	0.03%	York	0.06%
Carbon	0.02%	Indiana	5.51%	Northampton	0.03%		

# Website & Social Media

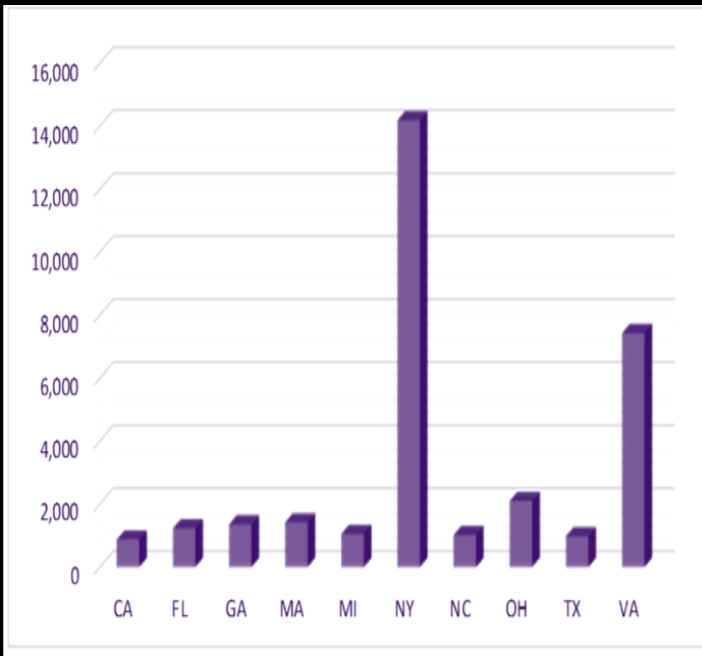
## AGE



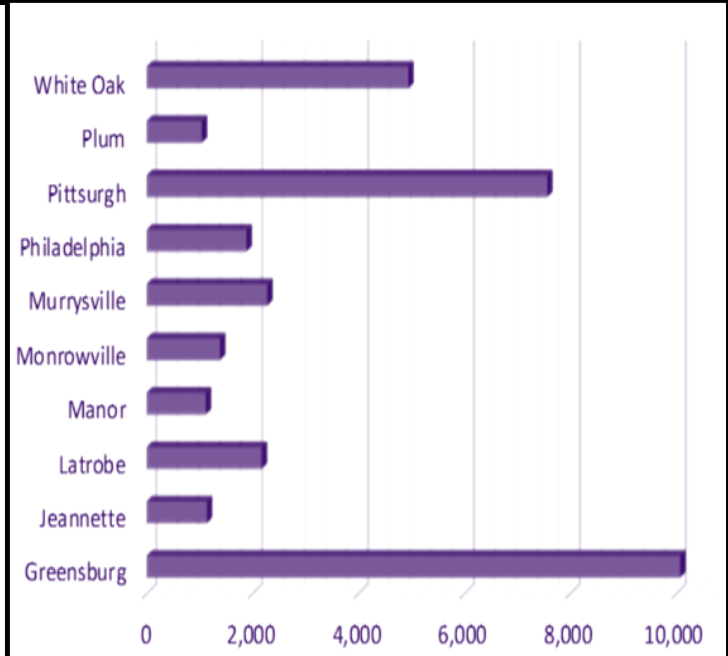
## GENDER



## VIEWS OUTSIDE PENNSYLVANIA



## VIEWS INSIDE PENNSYLVANIA



The information on pages 3 and 4 was generated from voluntary on-site surveys giving the Festival a general idea of our demographics. The information on page 5 was generated from Google Analytics and Facebook Insight gives the Festival a general idea of our demographics. The information in this packet is based on the 2023 Festival and the WAHF fiscal year, October 2022 - September 2023.

For more information or a customized sponsorship contact the Festival Office, 724-834-7474 or [diane@artsandheritage.com](mailto:diane@artsandheritage.com)

# Festival Marketing Statistics



## MAILINGS



**5,000+**  
MAILINGS



**150,000+**  
EMAIL BLAST



## WEBSITE



**89,000+**  
VISITORS



**165,000+**  
PAGE VIEWS



**2:45**  
AVG. TIME ON SITE



## SOCIAL



**11,700+**  
FACEBOOK FANS



**273,800+**  
FACEBOOK REACH



**4,250+**  
SOCIAL MEDIA FOLLOWERS



## PUBLICATION



**160,000+**  
PRINTED FLYERS



**12,000+**  
PRINTED MAPS



**40-60**  
BUS BANNERS ADS



**100,000+**  
SPONSORSHIP  
BANNER VIEWS



## SPONSORS



For more information or a customized sponsorship contact the Festival Office, 724-834-7474 or [diane@artsandheritage.com](mailto:diane@artsandheritage.com)

# Festival Sponsorship Packages

	Presenter \$20,000	Headliner \$7,500	Stage \$5,000	Special Event \$2,500	Kids Activity \$2,000	Heritage \$1,500	Community \$1,000	Festival Friend \$500	Donor \$250
<b>Pre-Event Marketing</b>									
Social Media Campaign Mentions	●	●	●	●					
Email Messaging	●	●	●	●					
Logo on Flyer & Schedule*	●	●	●	●	●	●	●	●	
Logo on all <i>printed</i> ads*	●								
Logo with link on Festival Website	●	●	●	●	●	●	●	●	●
Optional Video Ad on Sponsor Page	●			●					
<b>On-Site Recognition</b>									
Logo on Performance Schedule*	●	●	●	●	●	●	●		
Ad on Map* (if available)	Double Ad	Single Ad	Single Ad						
Logo on T-shirts*	●	●							
Promotional Display or Booth*	●	●	●	●					
Logo on Sponsorship Board*	●	●	●	●	●	●	●	●	
Shuttle Bus Banners*	12	6	3	3	2	2	1	1	
Exclusive Banner and/or Yard Sign(s)*	●	●	●	●	●				
Stage Mentions	●	●	●	●	●	●			
Material in Vendor "Welcome Packet"	●	●	●	●	●	●	●	●	●
<b>Sponsorship Benefits</b>									
Parking Passes for A Lot	6	4	2	2	1	1	1		
Bus Passes with Logo	24	12	10	10	8	8	6		
Drink Tickets	24	12	6	6	6	4	4		
T-Shirts*	12	6							
Special Event Tickets	4	2	2	4					
Special Event Invitations	●	●	●	●	●	●	●	●	●

\*Has a deadline and may not be available.

All sponsorships are customizable to meet your needs and budget. Feel free to contact the Festival Office for details 724-834-7474 or [diane@artsandheritage.com](mailto:diane@artsandheritage.com).

# Festival Memberships

Festival Memberships are for one individual person. The Festival does not offer memberships to businesses or organizations, please refer to our sponsorship packages. The prices listed expire each year on September 30 with the exception of the platinum level, which is a lifetime membership. WAHF Memberships make great gifts! Please call the Festival Office 724-834-7474 to make arrangements for pick-up of your Festival pin, t-shirt, and parking pass. Notify WAHF of your membership for Westmoreland Art Nationals discount. Please allow up to 10 business days for your membership to be processed. Members must be at least 18 years of age to vote at the Annual Membership Meeting. Memberships are non-transferable and non-refundable.

## Bronze Level – \$25

- ◆ Recognition on our website
- ◆ Invitation to our Annual Membership Meeting
- ◆ Invitation to the Westmoreland Art Nationals Opening Reception
- ◆ No application fee for an Artist Market Booth

## Silver Level – \$50

- ◆ All the benefits of the Bronze Level
- ◆ Festival pin
- ◆ 1-Day Festival parking pass (July Festival)
- ◆ 15% discount on all Westmoreland Art Nationals purchases
- ◆ \$10 off entry fee for Westmoreland Art Nationals (WAN)

## Gold Level – \$100

- ◆ All the benefits of the Bronze Membership
- ◆ 1-Festival pin & Festival t-shirt (July Festival)
- ◆ 2-Day Festival parking pass (July Festival)
- ◆ 20% discount on all WAN purchases
- ◆ 50% off entry fee for WAN

## Platinum (Lifetime) – \$500

- ◆ All the benefits of the Bronze Membership
- ◆ 1-Festival pin & Festival t-shirt each year for life (July Festival)
- ◆ 4-Day Festival parking pass (July Festival)
- ◆ 25% discount on all WAN purchases
- ◆ 2-tickets to our fundraising events (if applicable)
- ◆ Receive a digital WAN (email must be provided)
- ◆ No entry fee for WAN
- ◆ No entry fee for the Poetry & Short Story Contest
- ◆ Name on signage at the Festival







# 50<sup>th</sup> Westmoreland Arts & Heritage Festival

## 2024 Festival Sponsorship Form

### July 4, 5, 6, and 7, 2024



Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Choose one:  Check Enclosed (payable to WAHF)  Please charge my credit card (Visa, MasterCard, or Discover)

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ Credit Card Code: \_\_\_\_\_

A 4% fee will be attached to each credit card transaction.


I, if paying by credit cards, authorize the WAHF to charge the sponsorship fee selected below to my credit card.

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

## Festival Sponsorships:

- Presenter Sponsor - \$20,000
- Headliner Sponsor - \$7,500
- Stage Sponsor - \$5,000
- Special Event Sponsor - \$4,000
- Kids Activity Sponsor - \$2,500
- Heritage Sponsor - \$2,000
- Community Sponsor - \$1,000
- Festival Donor Sponsor - \$500
- Donor Sponsor - \$250
- In-Kind Donation - \$ \_\_\_\_\_



 *The Westmoreland Arts & Heritage Festival receives state arts funding support through a grant from the Pennsylvania Council of the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency.*

The Westmoreland Arts & Heritage Festival is a 501 (c)(3) Nonprofit Organization. A copy of the official registration and financial information of the Westmoreland Arts & Heritage Festival may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, 1-800-732-0999. Participation or registration does not imply endorsement.

**Mail form to: Westmoreland Arts & Heritage Festival, 252 Twin Lakes Road, Latrobe, PA 15650**  
**E-mail: [info@artsandheritage.com](mailto:info@artsandheritage.com) Phone: 724-834-7474**