

Westmoreland Arts & Heritage Festival

July 3, 4, 5, and 6, 2025 • Twin Lakes Park, Greensburg

Sponsorships

The nationally acclaimed Westmoreland Arts & Heritage Festival will celebrate its 51st anniversary 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 tastes 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 continually ranked as one of "The 100 Best Classic & Contemporary Craft Shows" by Sunshine Artist Magazine, "Best Festival in Westmoreland County" by The Venue, and "Best of the Best" by Trib Live.**



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

Phone: 724-834-7474
www.ArtsAndHeritage.com
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.
- ♦ 10 wineries and three 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 17 and continues through June 4. The Second exhibit's Opening Reception takes place on June 28. The exhibit will reopen July 3 through July 6.
- ♦ The WAHF awards the Michael J. & Aimee Rusinko Kakos Literary Arts & Visual Arts Scholarship and the Olga Gera Visual Arts Scholarship annually to a high school senior from Westmoreland County.

Benefits of a Festival Sponsorship

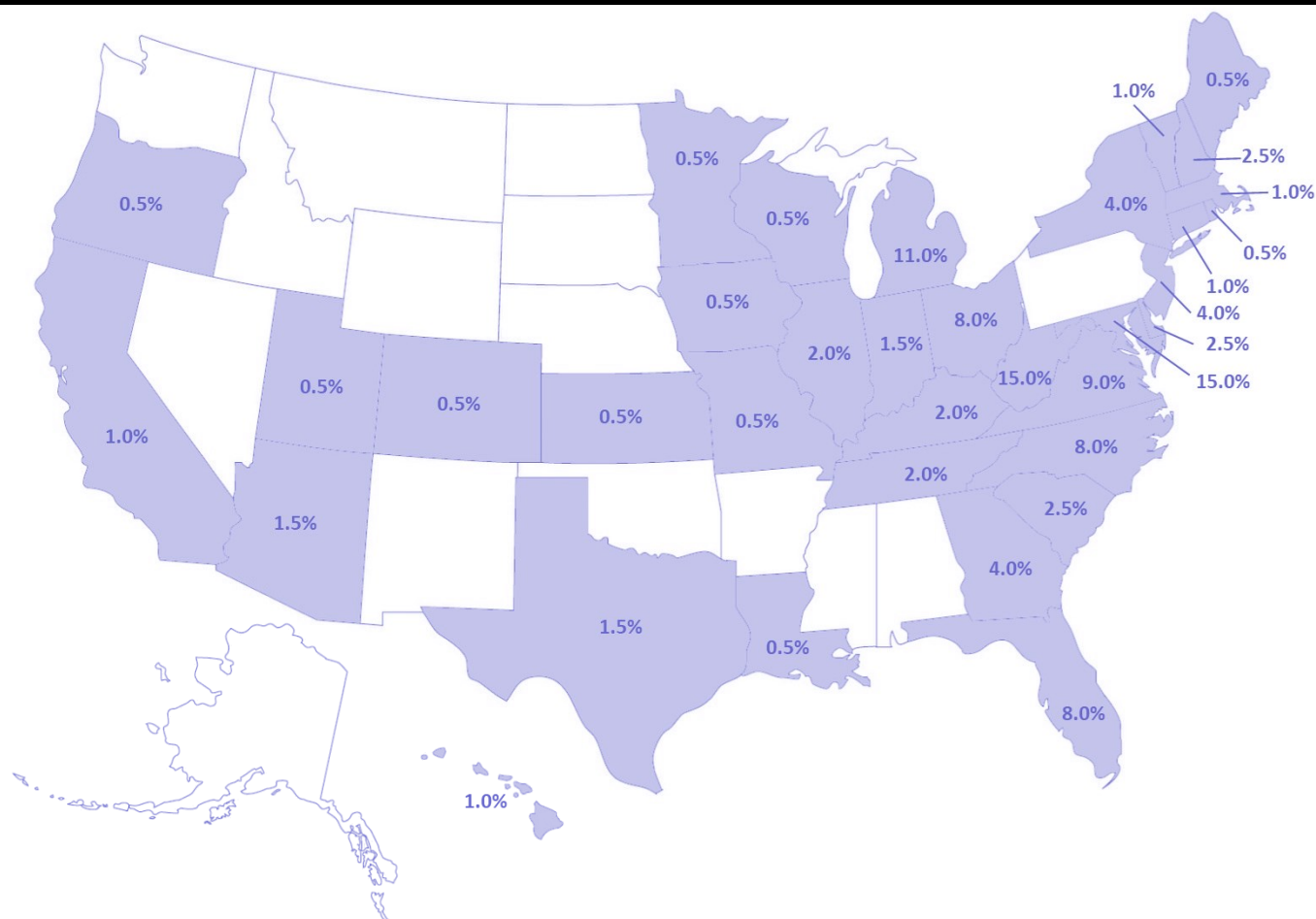
- ♦ Largest event of its kind in Westmoreland County.
- ♦ Able to reach 100,000 visitors or more to our Festival, website, and Social Media.
- ♦ Support a 501 (c)(3) non-profit charitable arts organization.
- ♦ Possible tax deduction.
- ♦ WAHF advertisements appear on TV, radio, billboards, transit buses,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



For more information or a customized sponsorship contact the Festival Office, 724-834-7474 or diane@artsandheritage.com

Festival Attendee Demographics

VISITORS OUTSIDE PENNSYLVANIA



MARITAL STATUS



Single: 37.5%



Married: 42.7%



Other: 19.8%

INCOME

AGE



**Under \$40K:
17.3%**

**Over \$40K:
82.7%**

Under 25 Years: 11%

Over 25 Years: 89%



Festival Attendee Demographics

GENDER



**Female
Visitors:
82.4%**

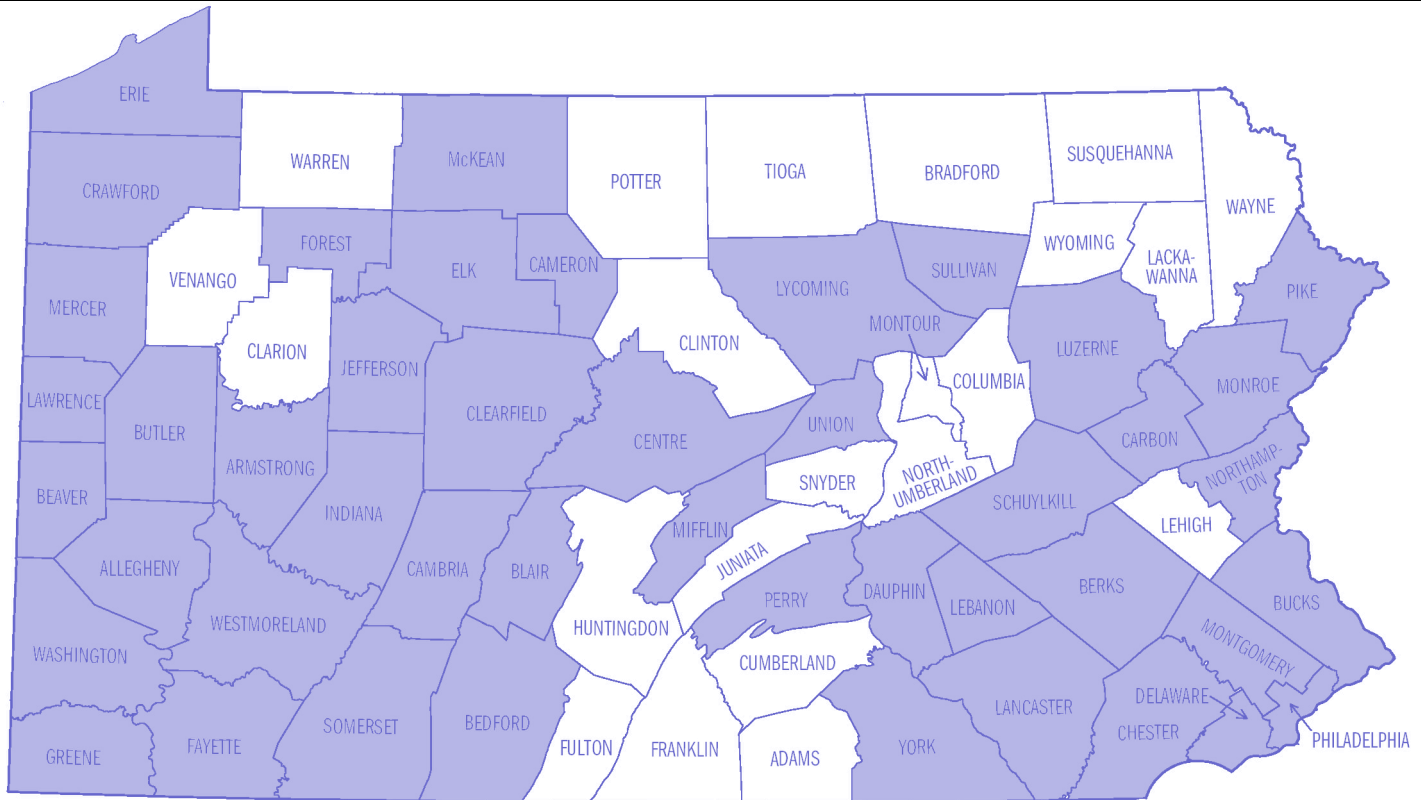


**Unknown
Visitors: 0%**

**Male
Visitors:
17.6%**



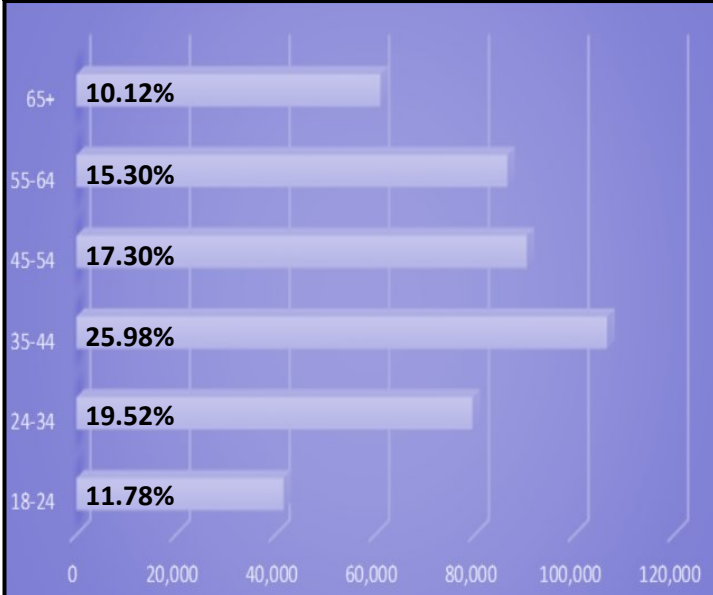
VISITORS INSIDE PENNSYLVANIA



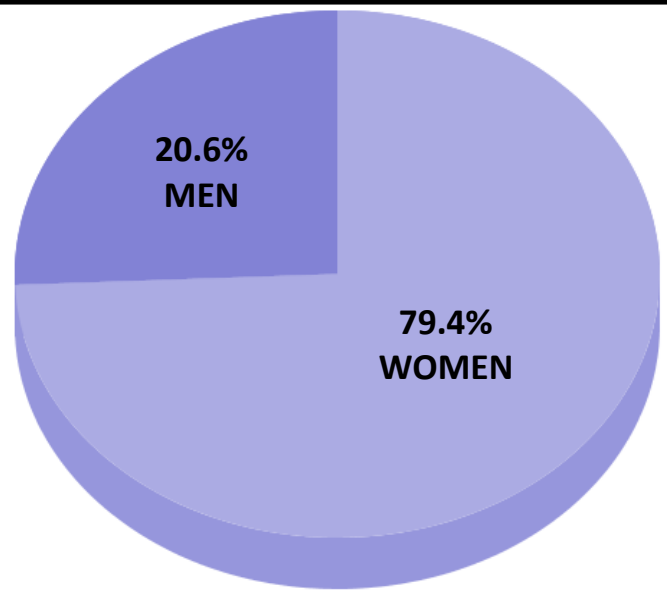
Allegheny	20.00%	Centre	0.06%	Jefferson	0.16%	Perry	0.02%
Armstrong	2.10%	Chester	0.02%	Lancaster	0.17%	Philadelphia	0.05%
Beaver	0.49%	Clearfield	0.11%	Lawrence	0.17%	Pike	0.03%
Bedford	0.12%	Dauphin	0.02%	Lebanon	0.02%	Schuylkill	0.03%
Berks	0.03%	Delaware	0.03%	Luzerne	0.03%	Somerset	0.67%
Blair	0.19%	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

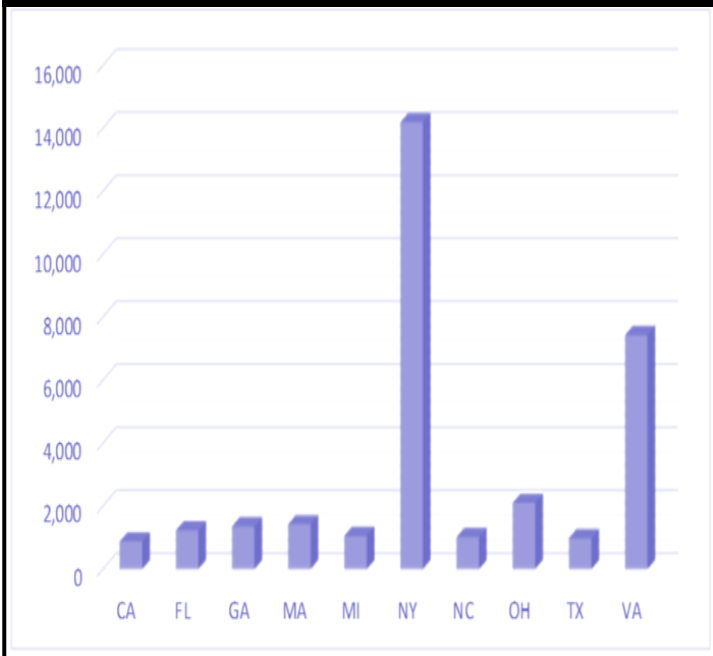
AGE



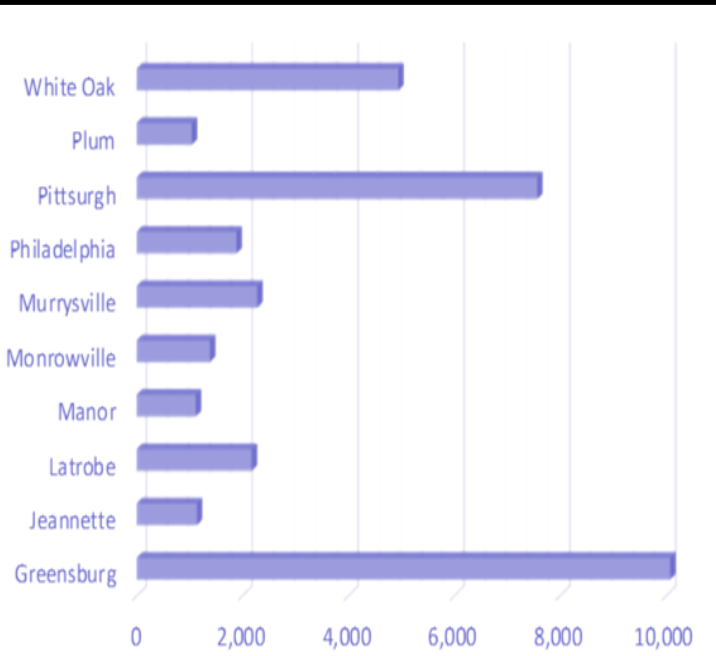
GENDER



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 2024 Festival and the WAHF fiscal year, October 2023 - September 2024.

For more information or a customized sponsorship contact the Festival Office, 724-834-7474 or diane@artsandheritage.com

Festival Marketing Statistics



MAILINGS



5,000+
MAILINGS



150,000+
EMAIL BLAST



WEBSITE



97,000+
VISITORS



226,000+
PAGE VIEWS



2:37
AVG. TIME ON SITE



SOCIAL



14,000+
FACEBOOK FANS



301,250+
FACEBOOK REACH



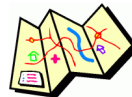
5,200+
SOCIAL MEDIA FOLLOWERS



PUBLICATION



160,000+
PRINTED FLYERS



14,000+
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

Festival Sponsorship Packages

Presenter \$10,000	Headliner \$7,500	Stage \$5,000	Special Event	Kids Activity \$2,000	Heritage \$1,500	Community \$1,000	Festival Friend	Donor \$250
Pre-Event Marketing								
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	●		●					
On-Site Recognition								
Logo on Performance Schedule*	●	●	●	●	●	●		
Ad on Map* (if available)	●	●						
Logo on T-shirts*	●	●						
Promotional Display or Booth*	●	●	●					
Logo on Sponsorship Board*	●	●	●	●	●	●	●	
Shuttle Bus Banners*	12	3	3	2	2	1	1	
Exclusive Banner and/or Yard Sign(s)*	●	●	●	●				
Stage Mentions	●	●	●	●	●			
Material in Vendor "Welcome Packet"	●	●	●	●	●	●	●	●
Sponsorship Benefits								
Parking Passes for A Lot	6	4	2	2	1	1		
Bus Passes with Logo	24	12	10	10	8	6		
Drink Tickets	24	12	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.

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





51st Westmoreland Arts & Heritage Festival

Twin Lakes Park, Greensburg, PA

2025 Festival Sponsorship Form

July 3, 4, 5, and 6

Thursday - Saturday 11:00 to 8:00; Sunday 11:00 to 6:00



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 - \$10,000
- ☐ 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 Friend 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.

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

E-mail: info@artsandheritage.com Phone: 724-834-7474