



TASTE OF HAMBURG-ER FESTIVAL—2023

Located in historic Hamburg, PA the Taste of Hamburg-er Festival has grown into one of the most famous festivals on the east coast. Over 200 vendors participate, ranging from burger stands and miscellaneous food vendors to artisans and crafters, direct sales businesses, and activity stands for both the young and the young at heart—all lining the streets of downtown Hamburg for this one day event held yearly on Labor Day Saturday.

Our History

The Taste of Hamburger Festival began in 2004 and has grown by leaps and bounds, and is now celebrating its 20th anniversary! The first festival encompassed three blocks of the downtown—it now covers eight. Starting with 35 stands, the festival has exploded to 225 vendors participating in last year's event. It also was recently named one of the top 10 festivals to attend in PA!



Our Purpose

The Taste of Hamburg-er Festival is presented by Our Town Foundation, Hamburg's non-profit community revitalization corporation. We are a volunteer driven organization with a mission to revitalize, preserve, and promote downtown historic Hamburg for our families and future generations to enjoy.

Our Audience

This family friendly event attracts hamburger-loving attendees from beyond the confines of the Greater Reading/Berks County area. Our attendance has grown from a few hundred to tens of thousands, coming from all over the east coast and beyond for the experience.

Our Featured Attractions

We have a little something for everyone! Lots of burgers, two beer and wine gardens, artisans and crafters, numerous contests, downtown shopping AND four stages of non-stop entertainment! And don't miss the highlight of the festival—the All-Star Burger Eating Competition! There are plenty of kid's activities too including gem mining, rock climbing, face painting, and a wooden cow decorating contest to name a few.



Visit us at www.tasteofhamburger.com
Like us on [Facebook.com/tasteofhamburger](https://www.facebook.com/tasteofhamburger)
Contact us at 610-562-3106 or email otfmanager@aol.com
For further information on Hamburg, visit www.hamburgpa.org



Taste of Hamburger General Sponsor Benefits 2023

	Title \$10,000	Super Sonic \$5,000	Sonic \$2,500	Whopper \$1,000	Big Mac \$500	Quarter Pounder \$250	The "Dutch" Burger \$100	Condiment
Business named as presenter of event on print, radio, and social media advertising	Yes							
Advertising space in official festival guide (distributed to Reading Eagle subscribers a week prior and to festival attendees)	Full Page	Half Page	Quarter Page	Name Listing & Logo	Name Listing & Logo	Name Listing	Name Listing	Name Listing
Complimentary vendor space for promotional display	30' x 10'	20' x 10'	10' x 10'	10' x 10'				
Live remote radio coverage	On-air Interview	On-air Interview	On-air Interview	Radio Tag Lines				
30 second spot of self-created stage advertisement in between each act (wording provided by your company)	Yes	Yes	Yes					
Business will be tagged in social media posts	Minimum of 30 Posts	Minimum of 20 Posts	Minimum of 10 Posts	Minimum of 5 Posts				
Hanging of a banner provided by your business	Yes	Yes	Yes	Yes	Yes			
Business mention at all entertainment areas during music breaks	Yes	Yes	Yes	Yes				
Free parking vouchers	10	6	4	4	4	2	1	
Free pieces of select festival merchandise	4	3	2	2	2	1		
Complimentary tickets to the Hamburg Strand Theater	4	4	2	2	2	2		
Distribution of literature at the hospitality area (provided by your business)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Recognition on tasteofhamburger.com (official website for the festival)	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Link & Logo	Name Listing	Name Listing
Federal tax deduction of 100% of sponsorship (we are a 501(c)3 organization)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Please select your level of sponsorship participation on the Sponsor Registration Form

Taste of Hamburger Specialty Sponsor Benefits

Level of Sponsorship

Description of Benefits

\$1,500	<i>State Street Square Beer and Wine Garden</i>	Sponsor receives all of the Whopper benefits with acknowledgement in the beer garden (banner provided by sponsor), the ability to hand out sample product and promotional items within the beer garden area, and vouchers for 5 complimentary beers
\$750	<i>WEEU Live Remote</i> (accepting two @ \$750 each)	Sponsor receives recognition at the remote area, an on-air interview during the event, 2 free pieces of festival merchandise, logo and name recognition in the festival guide, logo and link to business website on tasteofhamburger.com, and a free parking pass.
\$500	<i>20th Anniversary special event</i> <i>"American Xcellence Wrestling"</i> (accepting four @ \$500 per match)	Each sponsor receives recognition at the wrestling match, logo and name recognition in the festival guide, logo and link to business website on tasteofhamburger.com, and a free parking pass. In addition, American Xcellence Wrestling will promote the event with posters and social media posts with a link to your business on their posts.
\$500	<i>"Hamburger Helper" First Aid Station</i>	Sponsor receives recognition at the first aid station including hanging a banner from your canopy (banner provided by your business), 2 free pieces of festival merchandise, logo and name recognition in the festival guide, logo and link to business website on tasteofhamburger.com, and a free parking pass.
\$250	<i>Concession Trailer Cook-Off</i>	Cook-off sponsors receive all of the Quarter Pounder benefits, plus a sign acknowledging their sponsorship will be placed at the judging station.
\$200	<i>Cow Decorating Contest</i>	Sponsor name and logo placed at decorating area, recognition in festival guide and selected print advertising, distribution of literature at the hospitality area (provided by your business) and your logo and a link to your business website on tasteofhamburger.com (official festival website).
	<i>"Have it Your Way" Sponsor</i>	This category is for anyone wishing to donate products or services. Please list what you are providing and the value. Sponsor benefits will be awarded at the value equivalent to the dollar value of your donation.

Please select your level of sponsorship participation on the Sponsor Registration Form

TASTE OF HAMBURG-er FESTIVAL

SPONSOR REGISTRATION FORM

Saturday, September 2, 2023 10:00 am - 6:00 pm

Please return this form with your payment to: Taste of Hamburg-er Festival, C/O Our Town Foundation, 320 State Street, Hamburg PA 19526. Questions? Call 610-562-3106

Business Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Business Phone: _____ Mobile Phone: _____ Email Address: _____

Website/Facebook: _____

Business tagline: _____

PAYMENT OPTION

Method of Payment (please mark): _____ Check (made payable to Taste of Hamburg-er Festival) _____ Credit Card

Card Number: _____ Expiration Date: _____ CVV: _____

Cardholder's Name: _____ Signature: _____

SELECT LEVEL OF SPONSORSHIP PARTICIPATION

GENERAL SPONSORS

- _____ Title \$10,000
- _____ Super Sonic \$5,000
- _____ Sonic \$2,500
- _____ Whopper \$1,000
- _____ Big Mac \$500
- _____ Quarter Pounder \$250
- _____ The "Dutch" Burger \$100
- _____ Condiment \$ _____

CONTEST & ACTIVITY SPONSORS

- _____ Concession Trailer Cook-Off \$250
- _____ Cow Decorating Contest \$200
- _____ American Xcellence Wrestling matches \$500 (accepting 4)

OTHER

- _____ State Street Square Beer and Wine Garden \$1,500
- _____ WEEU Live Remote \$750
- _____ "Hamburger Helper" First Aid Station \$500
- _____ "Have it Your Way" in-kind donation
- What type of product or service are you donating?

- Value of in-kind services or product _____

To be included in print advertising, please respond no later than July 30th. For sponsorships of \$250 or more, please forward your business logo in jpeg format to tasteofhamburger@gmail.com when submitting your application