



## 2022 Arts & Crafts Festival Sponsor Opportunities

The Moravian Historical Society is pleased to announce sponsorship support levels for its 44th Annual Arts and Crafts Festival. Hosted on the lawn of the 1740-1743 Whitefield House in beautiful downtown Nazareth, it is one of the Lehigh Valley's largest outdoor arts and crafts festivals. This free family friendly day is filled with wonderful arts and crafts, great food, and free youth activities. The Festival, held on June 4, 2022 from 10 a.m.– 4 p.m., will feature approximately 100 local artisans and attracts guests from throughout the greater Lehigh Valley region. The 2022 Festival will include live musical entertainment and tours of the 1740 Gray Cottage, the oldest Moravian building in North America.

Please consider joining us at one of the following levels:

### Platinum Sponsorship Level (1) Available

**Sponsor Fee: \$1,000**

- Recognition via announcements throughout event
- Recognition through social media outlets (5000 count audience)
- Highlight in all media releases and coverage
- High traffic area exhibit table at event to distribute marketing materials
- Recognition through professional contact reach (3000 count audience)

### Music Stage Sponsor (1) Available

**Sponsor Fee: \$500**

- Listed on all marketing materials as Music Stage Sponsor.
- Recognition through social media outlets (5000 count audience)
- Highlight in all media releases and coverage
- High traffic area exhibit table at event to distribute marketing materials
- Recognition through professional contact reach (3000 count audience)
- One (1) location spot for a tent, table, and all promotional material day of event by Music Stage.

### Café Tent Sponsor (1) Available

**Sponsor Fee: \$250**

- Listed on all marketing materials as Café Tent Sponsor
- A spot for a tent, table, and all promotional material day of the event inside the Café tent.
- Corporate Logo/Branding on all tables in the Café area. You must supply the signage and stands.

### Corporate VIP (3) Available

**Sponsor Fee: \$200**

- Recognition through social media outlets (5000 count audience)
- High traffic area exhibit table at event to distribute marketing materials (table not provided)



## 2022 Arts & Crafts Sponsor Application

### Sponsorship Category

- \$1,000 Platinum Sponsorship       \$500 Music Stage  
 \$250 Cafe Tent       \$200 Corporate VIP

**Business Name:** \_\_\_\_\_  
(Used for Advertising)

**Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_  
\_\_\_\_\_

**Website:** \_\_\_\_\_

**Please describe your products in 10 words or less.**  
(Used for Advertising)

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**Please list all items to be distributed (if any) at this event.**

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Sponsors are prohibited from distributing any items not listed in this agreement

This agreement will not be deemed complete unless all sections are complete along with payment in full.

Please forward payments and questions to:

**Moravian Historical Society**

**214 East Center Street • Nazareth, PA 18064**

**Phone: 610.759.5070 • [events@moravianhistory.org](mailto:events@moravianhistory.org)**



**June 4, 2022 10 a.m. – 4 p.m.**

#### **HOURS OF FESTIVAL**

June 4, 2022

- Sponsor Move-In: 8 a.m.
- Festival Open: 10 a.m.
- Sponsor Move-Out: 4 p.m.

#### **APPLICATION**

- Application Deadline: May 1, 2022
- Only fully completed applications with payment in full for booth rental, etc. will be accepted.

#### **BOOTHS**

- Sponsor spaces are sold in 10' x 10'. See attached information regarding guidelines and pricing.
- Participants are expected to bring their own display booth, display racks, and materials.
- Electrical services must be requested on the attached application and submitted with payment in full.
- Vendor and sponsor booths will be located on the lawn of the Moravian Historical Society.

#### **SELECTION**

- Each application will be reviewed and judged by the event staff in a timely manner. The Moravian Historical Society reserves the right to limit the number of sponsors qualifying for each category.
- Sponsorship payments will not be deposited until acceptance is granted. Upon acceptance, email confirmation will be sent to the contact listed on the application. Unapproved sponsors will have their undeposited checks mailed back.
- Booth space will not be assigned until one week prior to the event.

#### **SET-UP**

- Sponsor set-up is only allowed Saturday morning between **8 a.m. and 10 a.m.**
- Unload and move your vehicle before you begin your booth set-up.
- All sponsor vehicles must be removed from Center and New Streets by 10am to allow parking for festival patrons.

#### **MOVE-OUT**

- The festival will end at **4 p.m.**
- No items may be moved out until **4 p.m.**

#### **SECURITY**

- Damage or loss will be the responsibility of the vendor and not the Moravian Historical Society.
- Event staff will visit all booths and retain the right to remove undesirable items that were not included on your application.

## Festival Policies & Regulations

1. All Sponsors must move in on **Saturday, June 4, 2021** from **8 a.m. – 10 a.m.** You will be given a map showing the entry point into the Festival within the vendor packet. Festival staff will be stationed to assist with proper location set-up. After setup, sponsors should park their vehicles far enough away from the festival grounds to allow parking for patrons.
2. Sponsors will be listed in all subsequent marketing and documents from the approval of the sponsorship.
3. Sponsors are encouraged to bring hand carts to transport products to their booth during setup and breakdown. There is no on-site parking.
4. Corporate VIP booth spaces are 10' wide x 10' deep. Sponsors are not allowed to set anything up in front, behind, or beside the allocated space even if that space is unsold. Should your booth require additional space, a second or third booth must be purchased.
5. Entertainment Stage sponsor may place standalone signs around the stage and have a table associated with their organization in the stage venue vicinity.
6. Café Sponsor may have signage in the café tent as well as a display table set up in the tent.
7. No items may be attached to the buildings, trees or anything else on the property.
8. The Moravian Historical Society (MHS) will notify the sponsor of their tentative booth location via email one week prior to the festival. The Moravian Historical Society reserves the right to reassign sponsor spaces at any time.
9. Booths may not be removed early the day of the festival without permission from MHS.
10. The festival goes on rain, snow, sunshine, or wind. In case of inclement weather, by 6am on the day of the festival our website will reflect where the festival will be held: [www.moravianhistory.org](http://www.moravianhistory.org).
11. Sponsors must bring their own tents, tables, chairs, electrical cords, and any other items needed.
12. Sponsors agree to make no claim for any reason against MHS for loss, theft, damage, or destruction of goods, nor for injury to themselves, employees, volunteers, or visitors incurred at the event.
13. Sponsors shall exhibit or give away only merchandise, literature, and services specified in the application. Sponsors shall not sell or give away food or beverages without prior approval by MHS.
14. Sponsors must have signage clearly identifying the name of the sponsor.
15. MHS reserves the right to accept or decline any applications.
16. Sponsors cannot sublet, assign, donate, or trade spaces.
17. No generators will be allowed without prior approval. This includes both gas and propane. Unless otherwise specified, the only power source allowed will be from services contracted through MHS.
18. No sound amplification may be used unless agreed to in writing with MHS.
19. REFUND: Sponsor acknowledges and agrees that MHS will not issue refunds under any circumstances. MHS is not liable or responsible for delays, cancellation, or postponements of the festival or events within the festival due to inclement weather, war, government action, strikes or other matters beyond its control.

By signing this application, you are confirming that you have read and fully understand and agree to the terms within the sponsor application, will abide by the rules or risk being removed from the festival grounds.

\_\_\_\_\_

Business Name

\_\_\_\_\_

Applicant Signature

\_\_\_\_\_

Date

Total Enclosed: \$ \_\_\_\_\_ Checks may be payable to the Moravian Historical Society.

Credit Card Type \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CV Code \_\_\_\_\_ Zip code \_\_\_\_\_