

2024

Sponsor Information



kennett
COLLABORATIVE

Dear Friends,

At Kennett Collaborative, we seek to foster a vibrant and inclusive community by promoting local businesses, enhancing our public spaces, and organizing engaging events that bring residents and visitors together.

We invite you to collaborate with us and support our community programming by sponsoring one or more of the exciting events we have planned this year. We are excited to present opportunities for sponsorship that will not only showcase your business but also contribute to the collective success of Kennett Square.

Your support of these events makes all of our programming possible, including the KSQ Farmers Market, Kennett Area Nonprofit Meetups, and the popular Third Thursdays on State Street, as well as our placemaking initiatives. Our seasonal flower planters and festive holiday decorations play a vital role in beautifying our town.

Enclosed within this packet, you will find detailed information outlining the various sponsorship levels, each offering unparalleled exposure and engagement opportunities. We offer options to suit businesses of all sizes and budgets, and we are also more than happy to create a custom package tailored to your needs.

By working together, we can amplify the impact of our efforts and create lasting positive change in Kennett Square. Your support is not only appreciated but essential to the success of our programming, and we are deeply grateful for your consideration.

Warm regards,



Daniel Embree
Executive Director



Digital Audience



14k KennettCollaborative
6.1k KSQFarmersMarket
7.7k KennettBrewfest



12.4k Kennett.Collaborative
6.2k KSQFarmersMarket
3.7k Kennett.Brewfest

Email Subscribers

6.5k Around the Square
3.2k Farmers Market
10k Brewfest

Estimated Attendance

Memorial Day Parade

100+ parade entries
5,000-10,000 spectators

Kennett Summerfest

150 VIP experience
700+ attendees

Kennett Brewfest

500 VIP experience
3,000+ attendees

Holiday Light Parade

100+ parade entries
5,000+ spectators

Holiday Village Market

200+ artisan vendors
14,000+ attendees

Tinsel on the Town

25+ merchants
500+ attendees



Memorial Day Parade

May 27

\$5000 Platinum Level



- Parade “brought to you by” in press release and other parade announcements
- Announcers will read four advertisements during parade (30 seconds each)
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed along parade route
- Logo or name on related emails and social media posts

\$3000 Gold Level



- Announcers will read two advertisements during parade (30 seconds each)
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed along parade route
- Logo or name on related emails and social media posts

\$1000 Silver Level



- Announcers will read one advertisements during parade (30 seconds)
- Name and logo included on parade-specific webpage
- Logo on prominent signs displayed along parade route
- Logo or name on related emails and social media posts

\$500 Bronze Level



- Announcers will list company name as a sponsor during parade
- Name and logo included on parade-specific webpage
- Logo on prominent signs displayed along parade route
- Logo or name on related emails and social media posts



KENNETT Summerfest

WINE & FOOD FESTIVAL

Sunday, June 9
100 Block of South Broad



Featured Sponsor (exclusive)

- Exclusive branding on 700+ tastings wine glasses
- Featured floral art display for photo moment
- Name, logo, and link featured at kennettcollaborative.org for one year



\$2000 VIP Experience Sponsor (exclusive)

- Exclusive VIP Experience "brought to you by ..." with early entry, 2-3 pm
- Six (6) VIP Experience tickets
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts



\$1500 Main Stage Sponsor (exclusive)

- Prominent "Music brought to you by ..." banner across the stage & shoutout from the band
- Six (6) General Admission tickets
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts



\$1000 Bouquet Sponsor (limited availability)

- Space to table and represent your brand to attendees
- Four (4) General Admission tickets
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts



\$500 General Sponsor (unlimited)

- Two (2) General Admission tickets
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts



KENNETT BREWFEST

October 7
600 South Broad

\$7500 Tasting Mug Sponsor (exclusive)



- Exclusive logo branding on 3,000 tasting mugs
- Four (4) Connoisseur tickets and ten (10) Regular Admission tickets
- Access to dedicated Sponsor lounge throughout the festival
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed on fence during the week of the festival
- Logo or name on tickets, related emails, and social media posts

\$5000 Connoisseur Sponsor (exclusive)



- Exclusive logo branding on 500+ glass snifters for Connoisseur session
- Four (4) Connoisseur tickets and six (6) Regular Admission tickets
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed on fence during the week of the festival
- Logo or name on tickets, related emails, and social media posts

\$4000 Designated Driver Sponsor (exclusive)



- Exclusive branding on five (5) zero proof “mocktail”
- Six (6) Regular Admission tickets
- Name, logo, and link featured at kennettcollaborative.org for one year

\$3000 Main Stage Sponsor (exclusive)



- Six (6) General Admission tickets
- Prominent “Music brought to you by ...” banner across the stage & shoutout from the band
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts

\$1000 Entrance Sponsor (unlimited)



- Space to table and represent your brand to attendees
- Prominent sign or banner along the festival entrance
- Four (4) General Admission tickets
- Logo or name on tickets, related emails, and social media posts

\$500 General Sponsor (unlimited)



- Two (2) General Admission tickets
- Logo on prominent signs displayed throughout event area
- Logo or name on tickets, related emails, and social media posts

Holiday Light Parade

November 30

Holiday Village Market

December 7, 8, 14, 15

Tinsel on the Town

December 19



\$5000 Santa Sponsor (limited availability)



- Prominent “brought to you by ...” sign near Santa’s chair
- Short video of Santa will be posted on social media in collaboration with your marketing team
- Announcers will read two advertisements during parade (30 seconds each)
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo on prominent signs displayed throughout event areas

\$2500 Holiday Light Sponsor (unlimited)



- Announcers will read one advertisements during parade (30 seconds)
- Your company tagged in social media video featuring holiday lights in Kennett Square
- Name, logo, and link featured at kennettcollaborative.org for one year
- Logo or name on related emails and social media posts
- Logo on prominent signs displayed throughout event areas

\$1500 Mistletoe Sponsor (exclusive)



- Prominent “brought to you by ...” sign near mistletoe display
- Your company tagged in social media video featuring couples kissing under the mistletoe
- Logo or name on related emails and social media posts
- Logo on prominent signs displayed throughout event areas

\$1000 Snowflake Sponsor (exclusive)



- Prominent “brought to you by ...” sign near snow machine at Holiday Village Market
- Opportunity to engage your social media team near snow machine
- Logo or name on related emails and social media posts
- Logo on prominent signs displayed throughout event areas

\$500 Candy Cane Sponsor (unlimited)



- Logo or name on related emails and social media posts
- Logo on prominent signs displayed throughout event areas

Community Programs



Directly support two of Kennett Collaborative's most beloved ongoing programs.

KSQ Farmers Market

\$1000 Community Sponsor



- One time feature in a KSQ Farmers Market newsletter
- Logo or name on related emails and social media posts
- Logo on prominent sign displayed in the market each week

\$500 General Sponsor



- Logo or name on related emails and social media posts
- Logo on prominent sign displayed in the market each week

Third Thursdays on State Street



Community Sponsor \$1000

- One time feature in Around the Square newsletter
- Logo on prominent sign displayed during Third Thursday events, May–October
- Tag and shout out on related social media posts



General Sponsor \$500

- Logo on prominent sign displayed during Third Thursday events, May–October
- Tag and shout out on related social media posts



Become a Sponsor

Thank you for collaborating with us to help Kennett thrive!

Kennett Collaborative is a 501(c)(3) nonprofit organization. We were incorporated in 1986 and the IRS recognized us as tax-exempt in 1987. Our EIN is 23-2408629.

To become a sponsor, you can make a payment by check or ACH. For electronic payment, please email us at info@kennettcollaborative.org so that we can send you an invoice with a link for payment.

Please make checks payable to Kennett Collaborative

By mail:
Kennett Collaborative
106 W. State Street
Kennett Square, PA 19348

