

# 2025

# 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



## Audience

### Facebook

**14k** KennettCollaborative  
**6.1k** KSQFarmersMarket  
**7.7k** KennettBrewfest

### Instagram

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

### Email Subscribers

**6.6k** Around the Square  
**3.2k** Farmers Market  
**10k** Brewfest

## Attendance

### Kennett Winterfest

**150** VIP experience  
**1,500+** attendees

### Memorial Day Parade

**100+** parade entries  
**10,000+** spectators

### Kennett Summerfest

**150** VIP experience  
**800+** attendees

### Kennett Brewfest

**500** VIP experience  
**3,000+** attendees

### Holiday Light Parade

**100+** parade entries  
**20,000** spectators

### Holiday Village Market

**200+** artisan vendors  
**14,000+** attendees



# KENNETT WINTERFEST

February 22  
600 South Broad

## \$3000 Tasting Mug Sponsor (exclusive)



- Exclusive logo branding on 500 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

## \$2500 Connoisseur Sponsor (exclusive)



- Exclusive logo branding on 150 glass snifters for the DefCon session
- Four (4) DefCon tickets and six (6) Regular Admission tickets
- Name, logo, and link featured at kennettcollaborative.org for one year
- Access to dedicated Sponsor lounge throughout the festival

## \$2500 Designated Driver Sponsor (exclusive)



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

## \$1000 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

## \$800 Entrance Sponsor (limited availability)



- 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, emails, and social posts

## \$500 General Sponsor



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



# Memorial Day Parade

May 26

## \$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](http://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](http://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

June 8  
100 Block of South Broad

## Featured Sponsor (exclusive)



- Exclusive branding on 700+ tasting wine glasses
- Featured floral art display for photo moment
- Name, logo, and link featured at [kennettcollaborative.org](http://kennettcollaborative.org) for one year

## \$2000 VIP Experience Sponsor (exclusive)



- Exclusive VIP Experience “brought to you by ...” with early entry
- Six (6) VIP Experience tickets
- Name, logo, and link featured at [kennettcollaborative.org](http://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
- Logo or name on tickets, emails, and social posts

## \$500 General Sponsor



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





# KENNETT BREWFEST

October 4  
600 South Broad

## \$7500 Connoisseur Sponsor (exclusive)



- Exclusive logo branding on 500+ glass snifters for Connoisseur session
- 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 Tasting Mug Sponsor (exclusive)



- Exclusive logo branding on 3,000 tasting mugs
- Four (2) Connoisseur tickets and six (10) 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 featured zero proof drink
- Six (6) Regular Admission tickets
- Name, logo, and link featured at kennettcollaborative.org for one year

**SOLD OUT**

## \$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



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

## \$500 General Sponsor



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



# EXPERIENCE HOLIDAY MAGIC IN KENNETT SQUARE

Holiday Light  
Parade  
*November 22*

Holiday Village  
Market  
*December 6-7, 13-14*

Tinsel on the  
Town  
*December 18*

## **\$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](http://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](http://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 (limited availability)



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

## **\$500** Candy Cane Sponsor



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



# 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 emails and social media posts
- Logo on prominent sign displayed each week

## Third Thursdays on State Street

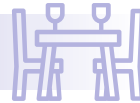
**\$1000** Community Sponsor



- Featured in Around the Square newsletter or table space at up to 6 Thursday events.
- Logo on prominent sign displayed during Third Thursday events, May–October
- Tag and shout out on related social media posts



**\$500** General Sponsor



- Logo on prominent sign displayed during Third Thursday events, May–October
- Table space at up to 3 Thursday events.
- Tag and shout out on related social media posts





# Sponsorship Application

Complete the form below and return it to Daniel Embree at: Daniel@kennettcollaborative.org or mail to: Kennett Collaborative, 106 W. State Street, Kennett Square, PA 19348.

Business Name:

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Contact Name:

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Address:

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Email:

Phone:

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Website URL:

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Facebook:

Instagram:

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## Event Participation

Please select one or more sponsorship opportunities below.

### Winterfest

- Tasting Mug Sponsor \$3,000\*
- Main Stage Sponsor \$1,000\*
- Entrance Sponsor \$800
- General Sponsor \$500

### Summerfest

- VIP Experience Sponsor \$2,000\*
- Main Stage Sponsor \$1,500\*
- Bouquet Sponsor \$1,000
- General Sponsor \$500

### Kennett Brewfest

- Connoisseur Sponsor \$7,500\*
- Tasting Mug Sponsor \$5,000\*
- Main Stage Sponsor \$3,000\*
- Entrance Sponsor \$1,000
- General Sponsor \$500

### Memorial Day Parade

- Platinum Level \$5,000
- Gold Level \$3,000
- Silver Level \$1,000
- Bronze Level \$500

### Holidays in Kennett Square

- Santa Sponsor \$5,000
- Holiday Light Sponsor \$2,500
- Mistletoe Sponsor \$1,500\*
- Snowflake Sponsor \$1,000
- Candy Cane Sponsor \$500

### Payment Information

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

### KSQ Farmers Market

- Community Sponsor \$1,000
- General Sponsor \$500

### Third Thursdays

- Community Sponsor \$1,000
- General Sponsor \$500

\*Exclusive Sponsorship

**Thank you for collaborating with us**

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.

