

# Spring/Summer ADVERTISING OPPORTUNITIES

at ...



Village of  
Lancaster  
Special Events

## LANCASTER EVENT SERIES ADVERTISING EXPOSURE:

1. Village Website
2. Village Events Social Media Sites
3. Print Ads
4. Flyers or Booklet in Local Publication w/5,000 distribution
5. Posters in Local Retail Stores
6. Event Schedule in Local Retail Stores
7. Banner over Performance Stage
8. Marquis Sign and/or Over-Street Banner
9. Food & Pub Table signs
10. Logo on T-shirts distributed at event
11. Booth Space
12. MC Mention throughout event
13. Travel & Tourism connection w/Canadian trade

**(Please coordinate these numbers with exposure below)**

NOTE: Please try to submit your request at least one month prior to event to assure full advertising exposure. Thank you!



**ShamRock The Village**  
**St. Patrick's Day**  
March 19, 2016  
4pm - 10pm

Our Village streets are filled with parade watchers at 4pm helping us to celebrate the holiday! Hundreds join us for the after-party at the Moose Lodge to enjoy music, food & fun for the whole family!

\$ 500 Event Advertiser (1,2,5,7,8,9,12)  
\$ 250 Performance Stage Advertiser (1,2,7,12)  
\$ 100 Food Tables Advertiser (9)

**Car & Cycle Show**  
June 5, 2016  
12-4pm



One of our most popular events! We draw over 200+ cars & over 5,000+ visitors. Terry Buchwald on stage 12-4pm, BBQ, food & product vendors, along with activities for the kids! Fun for the whole family!

\$1,500 Event Advertiser (1-12)  
\$1,000 Performance Stage Advertiser (1-7,10,12)  
\$ 500 Show Award Advertiser (1,7,10,12)  
\$ 250 Kids Activity Advertiser (1,7)  
\$ 150 Food Tables Advertiser (9)

**Independence Days**



July 4, 2016  
\$3,000 Event Advertiser (1-13)  
\$1,500 Fireworks Advertiser (1-6,8,10-12)  
\$1,000 Performance Stage Advertiser (1-5,7,10,12)  
\$ 500 Parade Float Advertiser (1,2,10,12)  
\$ 250 Food/Pub Table Advertiser (9)

Over 40,000+ people from all over WNY join us for this event! Event includes Rides, Food, 10K Run, Fireworks, Beer Tent, daily featured Bands & our time honored Parade, along with other entertainment

**Garden Walk**  
July 15-17, 2016



\$1,200 Event Advertiser (1,4,5,8)  
\$ 125 Brochure Advertiser (4)

A self-guided tour of the many exquisite gardens in the Village of Lancaster. Map Booklet with ad space printed and distributed to 5,000 homes by Bee News.

**Arts In The Village** September 3, 2016  
10-4pm



Over 5,000 people visit this event where Artisans showcase their talents all day. **!!NEW!!** Kids Artisan Area where kids can create their own art. A variety of food & music on stage throughout the day.

\$1,500 Event Advertiser (1-13)  
\$1,000 Performance Stage Advertiser (1-7,9,10,12)  
\$ 250 Artisan Award Advertiser (1,7)  
\$ 150 Kids Artisan Area Advertiser (7)

**Taste of Lancaster/3-on-3 Basketball**

August 5, 2016 • 5pm-11pm  
August 6, 2016 • 11am-11pm



Over 10,000+ people join us for this 2-day event! Grab the family and join us after work on Friday to enjoy an evening with an eclectic array of foods & entertainment! Saturday starts with the 3-on-3 Basketball bouncing in at 9am. Many WNY restaurants showcase their talents & compete for the Ron Balducci Mayor's Cup. Event complete with beer tent & featured bands both nights. Sports-Food-Fun for the whole family!

\$2,500 Event Advertiser (1-13)  
\$1,000 Performance Stage Advertiser (1-5,7,9,10-12)  
\$ 150 Activity Advertiser (7)  
\$ 150 Food/Pub Table Advertiser (9)