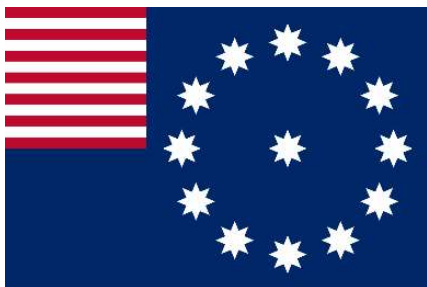


# GREATER EASTON DEVELOPMENT PARTNERSHIP

## 2025 SPONSORSHIP OPPORTUNITIES



All events presented within are programs of  
**GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**,  
a volunteer driven, 501(c)(3) nonprofit entity that collaborates to  
nurture Easton's economic well-being and cultural vibrancy.



### **Be Part of Easton's Renaissance.**

Since Easton was chosen in 1776 as one of only three cities where the **Declaration of Independence** was read aloud, it has become a place where the spirit of independence flourishes - a magnet for entrepreneurs, free thinkers, and artists.

Now a beautiful, riverside city of approximately 28,000 residents, Easton provides a wealth of opportunities, festivals and events for residents and visitors with unmistakable small-town charm.

### **Who is GEDP & Why Should I Support It?**

The short answer is this: The **Greater Easton Development Partnership** believes in and loves our city. Our small but mighty team works passionately every day to make Easton a better place for its residents, businesses and visitors through our many programs.

You'll find us setting up tents in the early mornings at Easton Farmers' Market, America's oldest, continuous, open-air market. You'll see us as red-shirted Easton Ambassadors, ready with a friendly hello, offering directions and keeping Downtown Easton clean — even on snowy or sweltering hot days. Our Easton Main Street Initiative and West Ward Community Initiative programs focus on economic revitalization and supporting small businesses through programs and events.

You'll find us coordinating events like PA Bacon Fest, Heritage Day, and more, which attract thousands of visitors to Easton. And you'll also find us spearheading the Easton Murals Project, Easton Fourth Fridays, Easton Garden Works, Easton Compost Program, and so much more.

Easton is where we live, work and spend our weekends. We are deeply committed to enriching Easton and trumpeting all it has to offer.







Our goal is to Support Easton. But we can't do it alone. A 501(c)(3) not-for-profit, GEDP relies on support from our community partners like you. And we need you now more than ever. Take a look at the variety of events within and then, let's work together to get you involved in our wonderful community. Join us today and find out how you can **#supporteaston**





Established in 1752, the **EASTON FARMERS' MARKET** is **America's longest, continuously running open-air market**. Today the market remains a **rich and colorful piece of Easton's heritage**. Each week it draws families, local chefs, foodies, and tourists.

The mission of the **EASTON FARMERS' MARKET** is to provide **fresh, high quality, local produce and food products** directly from regional farms and businesses to the **2,500 consumers** every Saturday. Our market family – a passionate group of farmers, entrepreneurs, chefs, and artists – is fully committed to their craft and dedicated to **making our world a better, healthier, more beautiful place**. All products sold are locally grown and produced, with most of the produce naturally/organically grown. All meat and dairy are antibiotic and hormone-free, and animals are pasture-raised. And yes, all farms undergo a full on-site inspection to ensure the quality of products you expect.








SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	Main Stage, Music Series, Hot Pepper Showdown (9/27)	Opening Day (5/3), Funky Ferments Fest (8/30), Apple Jam (10/11)	choose one**	
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	all market days	five market days	three market days	one market day
<b>Booth Space (10'x10')</b>	10 market days	five market days	three market days	one market day
<b>Live Plugs (May-December)</b>	three	two	one	
<b>Social Media Mentions</b>	three custom	two	two	one
<b>Eblasts Logo &amp; Link</b>				text
<b>Website Logo &amp; Link</b>				text
<b>Total Investment</b>	\$10,000	\$5,000	\$3,000	\$1,000
<b>Commitment Deadline</b>	Friday, March 21, 2025		two weeks prior to first event date	

\*Title/Presenting Sponsor Level is currently available.

\*\*Special Event Dates 2025: June 7 - Strawberry Day | June 14 - Juneteenth Celebration | June 21 - Pollinator Day | July 12 - Our 273rd Birthday Celebration | Aug 2 - Peach Day | Aug. 16 – Tomato Day | Sept 13 – Hispanic Cultural Day | Oct 11 - Apple Jam | Oct 25 - Pumpkins & Pooches | Dec 6 & 13 Photos with Santa & The Goats



An offspring of **EASTON FARMERS' MARKET**, the **WEST WARD MARKET** was established in 2022 to provide a **social gathering space** for all, connecting the neighborhood around locally focused, fresh food and handmade products, music, activities, and a celebration of community. The mission of the **WEST WARD MARKET** is to provide **fresh, high-quality food products** directly to the consumer while striving to support local agriculture as well as West Ward businesses. The WWM seeks to address food insecurity and equity in the neighborhood, providing economically accessible food products.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Music Series, Zucchini 500 Qualifier	choose one*		
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	all market days	five market days	three market days	one market day
<b>Booth Space (10'x10')</b>	10 market days	five market days	three market days	one market day
<b>Live Plugs</b>	three	two	one	
<b>Eblasts Logo &amp; Link</b>				
<b>Website Logo &amp; Link</b>				
<b>Total Investment</b>	\$5,000	\$2,500	\$1,500	\$250
<b>Commitment Deadline</b>	Friday, March 21, 2025	two weeks prior to first event date		

**\*Special Event Dates 2025:** May 7 - Opening Day | May 28 - Strawberry Day | **June 18 - Juneteenth** | June 25 - Pollinator Day | July 16 - Zucchini 500 | Aug 13 - Tomato Day | Sept 3 - Melon Madness | **Sept 17 - Hispanic Heritage Day** | Oct 15 - Harvest Fest









# easton criterium

PRESENTED BY  Lehigh Valley Health Network



SUNDAY, MAY 25, 2025 | 9 AM – 8 PM | DOWNTOWN EASTON

Join our other corporate partners, Lehigh Valley Health Network, Hindle Power, Brown Daub, and Unity Bank, for the 2025 Easton Criterium. This exciting event takes place in Downtown Easton and is expected to draw **10,000+ spectators** who create a lively and fun atmosphere for all. The criterium includes a Community Ride for everyone to participate in, a one-mile dash for runners, amateur and professional bike racing, and an exceptional opportunity for spectators to be in close proximity to the racers and feel the wind created by them as they whiz by.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Logo on Start/Finish Line Trusses, Winner's Jersey Presentation	Men's Pro Race, Women's Pro Race, VIP Area, 5K, Ride to the Race, 1-Mile Dash, Jumbotron, Music Stage	choose one*	
<b>Logo on Marketing Materials</b>				
<b>Booth Space</b>	10'x20'	10'x20'	10'x10'	10'x10'
<b>Mesh Course Banners</b>	two	one		
<b>Panel Course Banners</b>	eight	six	four	two
<b>Live Plugs</b>	three	two	one	
<b>:10 Slide on Centre Square Jumbotron Advertising</b>	two	one		
<b>Social Media</b>	two custom collaborations	one custom collaborations		
<b>Website Logo &amp; Link</b>				text
<b>VIP Tent Passes/Parking</b>	ten/five	six/three	four/two	two/one
<b>5K / Ride to the Race Entries</b>	30 / 30	20 / 20	10 / 10	5 / 5
<b>Total Investment</b>	\$15,000 & above	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, April 11, 2025			

\*Presenting Attractions include: Promo Primes, Amateur & Junior Races, Wheelie Competition, Kids Sprint, Skate Competition, Community Ride, Kids Sprint, Team Tent Zone, Course Turn, Beverage, Porta Potty Hero, Trash Management, Kids Zone, Neutral Support Pit, Special Seating Options

Natalee Hercik, Sponsor Relations | [Natalee@EastonPartnership.org](mailto:Natalee@EastonPartnership.org)



When the weather warms, **6,000+** music lovers head to Easton’s beautiful riverfront amphitheater at Scott Park for a series of unforgettable evenings of live music, lawn games, craft beer, and good times. **LIVE AT THE FALLS** showcases the natural beauty of Easton’s waterfront parks with a vibrant weekly celebration featuring fantastic tunes, delicious food and drinks, and family-friendly fun! As a sponsor, you’ll enjoy exceptional exposure both on-site and online, reaching a wide audience. Don’t miss out—join us for an unforgettable experience!

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Music Stage, Music Series	Lawn Games, Kids Area, Branded Giveaways		
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	15 event days	12 event days	9 event days	6 event day
<b>Booth Space (10’x10’)</b>	15 event days	12 event days	9 event days	6 event days
<b>Live Plugs</b>	custom +stage time (4)	mention +stage time (2)	mention	mention
<b>Social Media Mentions</b>	four stories two custom posts	two stories one custom post		
<b>Website Logo &amp; Link</b>				text
<b>Total Investment</b>	\$10,000	\$8,000	\$6,000	\$4,000
<b>Commitment Deadline</b>	Friday, April 15, 2025		two weeks prior to first event date	



At noon on July 8, 1776, Easton became one of only three places where the Declaration of Independence was first read aloud. Since that pivotal moment, Easton has remained a city that upholds the ideals of freedom—where pioneering ideas and diverse beliefs are celebrated, and where individuals can turn their dreams into reality through both word and action.

We honor the original spirit of independence and its lasting legacy with **HERITAGE DAY**: a free, full-day family festival. With over **5,000 attendees**, **HERITAGE DAY** brings the community together through reenactment events, activities for kids, live music, and a spectacular fireworks display, creating an unforgettable celebration of history and freedom.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction*	Main Stage, Beer Garden	Music Stage, Family Fun Zone	Face Painter, Balloon Artist	
Logo on Marketing Materials	★	★		text
Booth Space	10'x20'	10'x10'	10'x10'	
Live Plugs	4+ custom	3+ custom	2+ mention	1+ mention
Website Logo & Link	★	★	★	text
Parking Passes	two	one	one	
Total Investment	\$10,000	\$5,000	\$2,500	\$500
Commitment Deadline	Friday, May 23, 2025			









\*Title/Presenting Sponsor Level is currently available.





Set in the heart of historic Easton, PA, **PA BACON FEST** has become one of the Lehigh Valley’s most beloved events. Featuring over 185 vendors and 35+ live performances across multiple stages, this annual two-day celebration draws **74,000 bacon enthusiasts** from across the East Coast.

Voted Best Festival and Best Culinary Event by the readers of Lehigh Valley Style Magazine, **PA BACON FEST** has earned national recognition as one of Parade Magazine’s “Five Can’t-Miss Bacon Festivals” and was named one of the Top 300 Festivals in the World by FEST300.com. It’s a must-attend event for anyone who loves bacon, music, and a good time!







SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Main Stage, Pigskin Lounge, Beer Garden	East Stage, West Stage, 2nd St. Stage, North 3rd St. Stage, Centre Square Stage, Jumbotron, Entry Gates (5)	Bacon Eating, Hog Calling, & Costume Contests Selfie Station, Big Screen TV, 50/50	
<b>Logo on Printed Marketing Materials</b>				
<b>Booth Space</b>	10'x30'	10'x20'	10'x10'	10'x10'
<b>Live Plugs</b>	3+ custom	1+ custom	mention	
<b>:10 Slide on Centre Square Jumbotron Advertising</b>	two	one		
<b>Social Media Mentions</b>	<ul style="list-style-type: none"> <li>•six stories</li> <li>•two custom collaboration posts</li> <li>•two mentions</li> </ul>	<ul style="list-style-type: none"> <li>•four stories</li> <li>•one custom collaboration posts</li> <li>•one mention</li> </ul>	<ul style="list-style-type: none"> <li>•two stories</li> <li>•one mention</li> </ul>	
<b>Interactive Map Branding</b>	yes	yes	yes	
<b>Eblasts Logo &amp; Link</b>				
<b>Eblast Spotlight</b>	one			
<b>Website Logo &amp; Link</b>				text
<b>Parking Passes</b>	three	two	one	one
<b>Total Investment</b>	\$15,000	\$10,000	\$5,000	\$3,000
<b>Commitment Deadline</b>	Friday, September 5, 2025			Friday, October 17, 2025





SATURDAY, NOVEMBER 29, 2025 | 12 PM – 8 PM | CENTRE SQUARE

For decades, Easton’s Peace Candle has stood as a visual reminder and call for peace. It stands 106-feet tall and is displayed from mid-November to mid-January around the Soldiers and Sailors Monument in Centre Square. Our long beloved Easton tradition continues as **12,000 community members** gather to celebrate the annual **PEACE CANDLE LIGHTING** with a day filled with the sights and sounds of the season including live music, carriage rides, strolling street performers, ice carvers, and more treats to delight the whole family.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction	Main Stage	Cookies & Selfies with Santa, Ice Carving Stations		
Logo on Marketing Materials				text
Booth Space	10'x20'	10'x10'	10'x10'	
Live Plugs	three	two	one	
Eblasts Logo & Link				
Pre-Lighting VIP Event Tickets	four	two		
Total Investment	\$5,000	\$2,500	\$1,250	\$500
Commitment Deadline	Friday, October 10, 2025			

# 2025 COMMUNITY EVENTS

## SPONSORSHIP OPPORTUNITIES



**HISTORIC DOWNTOWN EASTON**'s riverfront location and wealth of historic architecture are constant reminders of its prominent role in the nation's founding and its establishment as a place of business. **HISTORIC DOWNTOWN EASTON** is a central hub of arts and entertainment in eastern Pennsylvania. Within this creative district, arts tourism will continue to flourish with all downtown has to offer, including shops, restaurants, galleries and gathering places. Support our programming by partnering with some of our most popular events, connecting your brand with our merchants and thousands of guests who live, work and play in the Greater Easton area.



Downtown Easton welcomes Spring with our annual **SPRING INTO EASTON\*** shopping and tasting crawl. Enjoy a day strolling downtown checking out shops while sampling fare from some of Easton's finest eateries. With an average of 30 participating businesses paired with 30 restaurants, we welcome an estimated attendance of 700-1,000 guests.

SATURDAY, APRIL 26, 2025 | 12 PM – 4 PM | DOWNTOWN



Experience the magic of **FOURTH FRIDAYS\*** in downtown Easton. Explore our quaint shops and galleries; enjoy live music, entertainment and fun activities sprinkled throughout town. Stay for dinner and maybe a show or just soak up the summer vibes. There's always something new waiting to be discovered in our historic downtown!

FOURTH FRIDAYS | APRIL – OCTOBER | 5 PM – 9 PM | DOWNTOWN



**LIVE AT THE FALLS** celebrates the beauty of Easton's waterfront parks with a weekly event full of great tunes, local food and drink vendors, and plenty of family-friendly lawn games! Fan favorites include Joyous, Jake Thistle Band, A Few Good Men, and more! The event draws approximately 400 guests each week.

EVERY THURSDAY | JUNE – AUGUST | 6 PM – 8:30 PM | SCOTT PARK

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Booth Space (10'x10')	10 event days	six event days	three event days	one event day
Banner Display	10 event days	six event days	three event days	one event day
Total Investment	\$5,000	\$3,000	\$1,500	\$500
Commitment Deadline	two weeks prior to first event date			

\*Title/Presenting Sponsor Level is currently available.





Founded in 1983, the **GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**, is a volunteer driven, 501(c)(3) nonprofit entity that collaborates to nurture Easton’s economic well-being and cultural vibrancy. We strive towards making Easton a national model of a livable and welcoming small city. To support our efforts, GEDP hosts two family-focused events throughout the year that provide a fun atmosphere for children of all ages to enjoy two truly unique experiences.



Princesses Belle, Cinderella, Tiana, Rapunzel, and Ariel host our annual **PRINCESS TEA** with sweet treats, sing-alongs, and a truly royal experience. Each Prince or Princess is presented with tiara or crown upon arrival. Guests (up to 150) dress up as their favorite royalty to really embrace the full experience.

SUNDAY, APRIL 27, 2025 | 11 AM – 1 PM | BANK STREET ANNEX



The **PUMPKIN PARTY** returns in 2025 for an afternoon of fun with a Fall theme! The event offers jack-o-lantern creations, lots of games, along with a variety of fun activities for all ages.

SUNDAY, OCTOBER 12, 2025 | 11:30 AM – 4 PM | AIR PRODUCTS PLAZA

SPONSOR LEVEL	PRESENTING	SUPPORTING	COMMUNITY	FRIEND
<b>Booth Space</b> (Pumpkin Party)	10’x20’	10’x10’	10’x10’	
<b>Onsite Activation</b> (Princess Tea)	yes	yes	yes	
<b>Banner Display</b>	yes	yes	yes	
<b>Logo on Marketing Materials</b>	★	★		
<b>Website Logo &amp; Link</b>	★	★	★	★
<b>Event Tickets</b>	four	two	two	one
<b>Total Investment</b>	\$5,000	\$2,500	\$1,000	\$500
<b>Commitment Deadlines</b>	Princess Tea – Friday, February 28, 2025 Pumpkin Party – Friday, September 26, 2025			



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**ROSÉ ON THE RIVER** is a relaxed fundraising event held at Easton’s beautiful Scott Park, located at the confluence of the Lehigh and Delaware Rivers. ROSÉ ON THE RIVER guests sample a variety of international rosés, fresh oysters, passed hors d’oeuvres, and live music. Join us in celebration of National Rosé Day!

SATURDAY, JUNE 7, 2025 | 6 PM | SCOTT PARK



**A NIGHT OF BOURBON\*** is a premier bourbon tasting event hosted at Easton’s historic Pomfret Club. Guests enjoy **tasting fifteen exclusive bourbons**, a pub-fare menu, passed hors d’oeuvres, a raffle entry to win a specialty bottle of bourbon, and live music.

SATURDAY, JANUARY 31, 2026 | 5 PM – 8 PM | DOWNTOWN

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Wine or Bourbon Station	Live Music	High Top Table	
<b>Logo on Marketing Materials</b>	★	★		
<b>Website Logo &amp; Link</b>	★	★	★	★
<b>Event Tickets</b>	six	four	two	two
<b>Total Investment</b>	\$5,000	\$2,500	\$1,000	\$500
<b>Commitment Deadlines</b>	Rosé on the River – Friday, May 9, 2025 Night of Bourbon – Friday, January 9, 2026			

\*Title/Presenting Sponsor Level is currently available.