

2024 SCRANTON FRINGE FESTIVAL SPONSORSHIP INFO



Scranton
FRINGE
Festival

**2024 FESTIVAL
SEPTEMBER 26TH - OCTOBER 6TH**

ABOUT FRINGE



Scranton Fringe is an award-winning arts organization producing innovative work since 2015, dedicated to creating a bold, engaging platform for thought-provoking art while striving to promote Northeast Pennsylvania as a viable creative environment.

In addition to a large annual festival of the arts held every fall we present special productions year-round, workshops, and free creative programming for area youth!

We firmly believe arts and free expression have the power to transform and inspire not only the individual but entire communities.



1984, presented by Scranton Fringe (2023)

FRINGE IN NUMBERS



2023 Attendance

6,000+

Paid and free events

The festivals annual
economic impact*

\$250,000+

of events since
2015

2,000+

10,000+
total social
media
followers

*Facebook, Instagram,
Twitter, TikTok, Threads,
and LinkedIn*

**Economic & Audience data collected/confirmed by the
University of Scranton, Business Honors Program.*

BECOME A SPONSOR

Becoming a sponsor for the **2024 Scranton Fringe Festival (September 26th - October 6th)**, a vibrant and dynamic performing arts event, presents a compelling opportunity for any company seeking to enhance its brand exposure and community engagement.

As a sponsor, you can tap into a diverse and enthusiastic audience (*in-person and online*) that is passionate about the arts and culture in Northeast PA, and beyond!

Additionally, you are helping bring a brilliant annual event to life that brings thousands to the downtown area of Scranton and provides a platform for artists of all genres and career levels.

Our sponsors also provide vital funding for our free programming, such as our older adult workshops and all the professional performances and workshops Fringe presents at the Lackawanna County Children's Library every year!



Alice In Wonderland, presented by Scranton Fringe (2017)

WHY SUPPORT **FRINGE?**

This is a wonderful opportunity to enhance the Northeast Pennsylvania cultural community while gaining professional exposure in front of a large and diverse audience.

Through a range of options, the Scranton Fringe Festival offers partners:

- Inclusion in social media following of over 10,000 followers combined using Facebook, Twitter, Instagram, TikTok, Threads, and LinkedIn.
- Market positioning with one of the largest performing and visual arts events in NEPA!
- A highly visible platform to communicate to a wide range of audiences.
- Entertaining opportunities to engage clients, including ticket/festival pass allocations to Fringe shows.
- Staff engagement opportunities.
- Creative leveraging concepts that can demonstrate corporate social responsibility!
- Our team will work with you to identify what your business could achieve through a partnership with Scranton Fringe.



SPONSOR LEVELS & FRINGE BENEFITS

MAJOR SPONSOR (\$5000):

- Your company logo showcased on festival poster & event signage
- Full-page color ad in this year's Festival Guide - 3000 printed copies
- Your company logo and website link featured on the Scranton Fringe Festival website
- Prominently featured in newspaper press release and across all social media platforms
- Ten (10) VIP Passes to the Festival - *valued at \$1000*

PATRON SPONSOR (\$2,500):

- Your company logo featured on festival poster & event signage
- Full-page color ad in this year's Festival Guide - 3000 printed copies
- Your company logo and website link featured on the Scranton Fringe Festival website
- Featured in newspaper press release and across all social media platforms
- Five (5) VIP Passes to the Festival - *valued at \$500*

COMMUNITY SPONSOR (\$1,000):

- Half-page color ad in this year's Festival Guide - 3000 printed copies
- Your company logo featured on event signage
- Your company logo and website link featured on the Scranton Fringe Festival website
- Featured across all social media platforms
- Two (2) VIP Passes to the Festival - *valued at \$200*

SPOTLIGHT SPONSOR (\$500):

- Your company logo featured in this year's Festival Guide- 3000 printed copies
- Your company logo and website link featured on the Scranton Fringe Festival website
- Your company logo featured on event signage
- Featured across select social media platforms
- One (1) VIP Pass to the Festival - *valued at \$100*

CREATIVE SPONSOR (\$250):

- Your company logo and website link featured on the Scranton Fringe Festival website
- Two (2) tickets to the Fringe Festival production of your choice - *valued at \$30*

Custom sponsorship levels available upon request

AD SIZING CHART

2024 Scranton
Fringe Festival Program
Print deadline
July 26th, 2024.

FULL PAGE
5.5" X 8.5"

BANNER
5.5" X 2.5"

HALF PAGE
5.5" X 4.25"

PLEASE FORMAT AD ARTWORK AS FOLLOWS:

- **CMYK COLOR, NO BLEED**
- **300 DPI**
- **JPEG, PDF, OR EPS**

Please email all art files
& questions to
info@scrantonfringe.org



THANK YOU FOR YOUR CONSIDERATION!

All sponsorships are tax-deductible
to the extent permissible by law.

Questions? Want to learn more?

Info@scrantonfringe.org
www.scrantonfringe.org