

DISCOVER  
*Lancaster*  


# Marketing Summit

## SPONSORSHIP OPPORTUNITIES

### WHO WE ARE:

The Lancaster County tourism industry is innovative, resilient, and imaginative. Our industry will continue to grow and succeed by tapping into our creativity and staying up to date with the latest marketing trends.

### WHAT TO EXPECT:

The Marketing Summit is an annual opportunity for our partners to expand their marketing prowess and knowledge among industry peers. We are enthusiastically planning a day full of expert speakers with tourism & hospitality specific programming and insights.

The goal of the Marketing Summit is to provide the tools to inspire our partners for the upcoming year. Come and join us for a day of learning!

### SPONSORSHIP BENEFITS:



Boost brand visibility among tourism peers



Targeted Reach



Exposure to decision makers, and marketing professionals in Lancaster County's Tourism Industry



Build Relationships



Showcase your offerings among the tourism community

*Showcase your business during a day of education and growth!*

# 2026 SPONSORSHIP OPPORTUNITIES: MARKETING SUMMIT

## *Presenting Sponsor x1* **\$6,000**

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- Full page ad in event program
- Recognition on Marketing Summit web page
- Logo placement on slides during the event
- Spotlight (x1) on Discover Lancaster LinkedIn
- Partner E-news banner (x1) with link to website
- 4 Event Tickets
- Tabling opportunity at event
- 2-minute “Sponsor Spotlight” speaking opportunity
- Optional Speaker/Session introduction

## *Speaker Sponsor x1* **\$3,500**

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- Half page ad in event program
- Recognition on Marketing Summit web page
- Logo placement on slides during the event
- Mention (x2) on Discover Lancaster’s LinkedIn
- Partner E-news mention with link to website (x1)
- Tabling opportunity at event
- 2 Event Tickets
- Logo placement on speaker session signage
- Logo placement on speaker presentations
- Optional Speaker/Session introduction

## *Networking Sponsor x1* **\$2,000**

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- Half page ad in event program
- Recognition on Marketing Summit web page
- Logo placement on slides during the event
- Partner E-news mention with link to website (x1)
- Table Topper recognition during networking
- Tabling opportunity at event
- 2 Event Tickets

# 2026 SPONSORSHIP OPPORTUNITIES: MARKETING SUMMIT

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<i>Gold Sponsor x6</i>	<b>\$650</b>
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- Quarter page ad in event program
- Recognition on Marketing Summit web page
- Partner E-news mention with link to website (x1)
- 2 Event Tickets

<i>Friend of a Small Business Sponsor x2</i>	<b>\$450</b>
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*This sponsorship level helps Discover Lancaster small businesses attend the Marketing Summit free of charge.*

- Half Page formatted ad in the event program
- 1 event ticket for sponsor, 4 tickets for small businesses\*

*\*Small business attendees are selected by Discover Lancaster team. Parameters for attendee selection are available upon request.*

## 1. Sponsorship Level:

*Please check the box below to indicate your sponsorship level for this event. Please note sponsorship levels are based on first-come, first-served basis.*

### MARKETING SUMMIT

- Presenting Sponsor - \$6,000
- Speaker Sponsor - \$3,500
- Networking Sponsor - \$2,000
- Gold Sponsor - \$650
- Friend of Small Business Sponsor - \$450

## 2. Sponsor information:

Property Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## 3. Payment:

**NOTE: PAYMENT IS DUE UPON RECEIPT OF INVOICE. INVOICE WILL BE SENT 2 MONTHS PRIOR TO EVENT.**

My check for the amount indicated above is enclosed       Invoice me

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

## 4. Ways to submit this form:

- Email: [kzimmerman@discoverlancaster.com](mailto:kzimmerman@discoverlancaster.com)
- Fax: 717-299-0470
- Mail: Discover Lancaster, Attn: Katie Zimmerman, 501 Greenfield Road, Lancaster, PA 17601