

SPONSORSHIP OPPORTUNITIES

WHO WE ARE:

Lancaster County is well-known for hospitality and excellent service and the frontline teams of our restaurants, attractions, shops, and lodging properties are what makes that reputation possible.

WHAT TO EXPECT:

It's time to thank a group of individuals who clean the rooms, serve delicious meals, ensures safety and fun within our attractions, and keeps our industry moving. The Discover Lancaster Host Awards celebrate the roles within our industry that too often go un-noticed and un-thanked.

With an upscale, awards-show format, this event will bring high-energy and gratitude to the people who are crucial to providing excellence to our visitors.

SPONSORSHIP BENEFITS:



Positive Image



Boost brand visibility among tourism peers



Showcase your offerings Exposure to decision makers among the tourism community



in Lancaster County's Tourism Industry



Support the celebration and our frontline workers

Here's your chance to be part of this special celebration!

2026 SPONSORSHIP OPPORTUNITIES: HOST AWARDS

Presenting Sponsor x1

\$7,000

- Full page back cover ad in event program
- 8 Event Tickets
- Company logo presented on screens during the event
- Recognition during event presentation with live read
- Spotlight (x1) on Discover Lancaster LinkedIn
- Partner E-news Banner (x2)
- Recognition on the Discover Lancaster Host Awards Event web page
- Opportunity to present an award from the category on stage with sponsor logo and tagline on screen
- Opportunity to include donated item in nominee gift bag

Networking Sponsor x1

\$4,000

- Full page ad in event program
- 4 Event Tickets
- · Company logo presented on screens during the event
- · Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Host Awards Event web page
- Partner E-news mention (x1) & image with link (x2)
- Table toppers on tables during pre-reception
- · Logoed sign located in pre-reception area.
- Spotlight (x1) on Discover Lancaster LinkedIn
- Opportunity to present an award from the category on stage with sponsor logo and tagline on screen
- · Opportunity to include donated item in nominee gift bag

Award Category Sponsor x4

\$1,500

- Half page ad in event program
- 2 Event Tickets
- Recognition on the Discover Lancaster Host Awards web page
- Opportunity to present awards from the category on stage with sponsor logo and tagline on screen
- · Opportunity to include donated item in nominee gift bag

2026 SPONSORSHIP OPPORTUNITIES: HOST AWARDS

Spirit of Hospitality Award Sponsor x1

\$1,500

- · Half page ad in event program
- 2 Event Tickets
- Recognition on the Discover Lancaster Host Awards Event web page
- Opportunity to present Spirit of Hospitality award on stage with sponsor logo and tagline on screen
- Sponsor name included on the award (tentative)
- · Opportunity to include donated item in nominee gift bag

PARTICIPATION FORM

SPONSORSHIP CONTRACT



🕩 Sponsorship Level	1.	Sponsorship	Level
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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.

	HOST AWARDS		
	☐ Presenting Sponsor - \$7,000		
	☐ Networking Sponsor - \$4,000		
	☐ Award Category Sponsor - \$1,500		
	☐ Spirit of Hospitality Award Sponsor - \$1,500		
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 MONT	THS PRIOR TO EVENT.	
	$\hfill \square$ My check for the amount indicated above is enclosed	☐ Invoice me	
	Signature:	Date:	
	Printed Name:	_	

Ways to submit this form:

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



WHO WE ARE:

The Lancaster County tourism industry is diverse, vibrant, and so very unique. What better way to recap our year of growth and excitement than to showcase our partners and businesses that make Lancaster such a special place to visit.

WHAT TO EXPECT:

In 2024, we set out to provide a sweet (literally) experience for our partners in celebration of our thriving industry. After an incredible year of growth within our industry, it's time to celebrate! With fun entertainment, engaging networking, and delicious food it is the perfect setting to showcase the very best of what our area and industry has to offer.

In 2025 we are eager to match that energy and continue to showcase the very best of what our area and industry has to offer!

SPONSORSHIP BENEFITS:



Positive Image



Boost brand visibility among tourism peers



Showcase your offerings among the tourism community



Exposure to decision makers in Lancaster County's Tourism Industry



Support the celebration

Here's your chance to be part of this special celebration!

2026 SPONSORSHIP OPPORTUNITIES: ANNUAL DINNER

Presenting Sponsor x1

\$8,500

- · Full page back cover ad in event program
- 8 Event Tickets
- · Company logo presented on screens during the event
- · Recognition during event presentation with live read
- Spotlight (x1) on Discover Lancaster LinkedIn
- Partner E-news Banner (x4)
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Table Centerpiece Recognition
- · Logoed item/trinket in swag bag

Networking Sponsor x1

\$4,500

- · Full page ad in event program
- 4 Event Tickets
- · Company logo presented on screens during the event
- Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Partner E-news mention (x1) & image with link (x2)
- · Table toppers on tables during pre-reception
- · Logoed sign located in pre-reception area.
- Spotlight (x1) on Discover Lancaster LinkedIn
- Option to add a coupon or discount offer to attendees in post-event email sent by Discover Lancaster

Entertainment Sponsor x1

\$3,500

- Full Page ad in event program
- 2 Event Tickets
- · Company logo presented on screens during the event
- · Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Partner E-news mention (x1) & image with link (x2)

2026 SPONSORSHIP OPPORTUNITIES: ANNUAL DINNER

Platinum Sponsor x1

\$2,000

- Full page ad in event program
- 2 Event Tickets
- Recognition as event sponsor during event presentation
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Logoed item/trinket in swag bag

Gold Sponsor x8

\$700

- · Half Page formatted ad in event program
- 2 Event Tickets
- Recognition on the Discover Lancaster Annual Dinner Event web page
- Logoed item/trinket in swag bag

Friend of a Small Business Sponsor x2

\$450

This sponsorship level helps Discover Lancaster small businesses attend the Annual Dinner 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.

PARTICIPATION FORM

SPONSORSHIP CONTRACT



1.	Sponsorshij	n Level:
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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.

	ANNUAL DINNER		
	☐ Presenting Sponsor - \$8,500		
	□ Networking Sponsor - \$4,500		
	☐ Entertainment Sponsor - \$3,500		
	☐ Platinum Sponsor - \$2,000		
	☐ Gold Sponsor - \$700		
	\square Friend of a 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.		
	$\hfill \square$ My check for the amount indicated above is enclosed	☐ Invoice me	
	Signature:	Date:	
	Printed Name:	-	

4. Ways to submit this form:

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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

- · 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

- · 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

- 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

Gold Sponsor xb

\$650

- Quarter page ad in event program
- · Recognition on Marketing Summit web page
- Partner E-news mention with link to website (x1)
- 2 Event Tickets

Friend of a Small Business Sponsor x2

\$450

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.

PARTICIPATION FORM

SPONSORSHIP CONTRACT



1. 8	Sponsorship	Level:
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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.
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Signature:	Date:
Printed Name:	
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