



 **Historic
Bethlehem**
MUSEUMS & SITES

38th Annual Blueberry Festival
Historic Burnside Plantation – Bethlehem’s “Farm in the City”
Saturday and Sunday, July 19 & 20, 2025
Market To Go Friday, July 18, 2025
Sponsorship Opportunities

The Blueberry Festival is a community celebration held at historic Burnside Plantation, Bethlehem's unique "farm in the city," located at 1461 Schoenersville Road. This family-focused event features live music and entertainment, a tavern tent, hands-on family activities, visiting farm animals, tours of the historic farmhouse and barns and more. Event profits support our nonprofit and its our mission.

By joining Historic Bethlehem Museums & Sites (HBMS) as a Blueberry Festival Sponsor you contribute to the preservation and interpretation of 20 historic structures, including two National Historic Landmarks, and over 70,000 objects that tell the story of our community over three centuries. This is more important than ever now that 10 acres of the downtown National Historic Landmark District constitute Moravian Church Settlements– Bethlehem, the nation’s newest World Heritage Site. Stewardship of these unique cultural resources contributes to the distinct sense of place and vibrant quality of life that the families in our region enjoy.

As a sponsor you become a valuable participant in sharing our community story with residents, visitors and future generations while enjoying benefits for your organization, team and constituents:

- Outreach to more than 4,000 guests and event participants
- Promotion in print and digital marketing materials
 - Social Media Reach – 13,000 Followers on Facebook, 7,500 Followers on Instagram
 - Email Newsletter – 25,000 Subscribers
 - Blueberry Festival Related Website Views April-July 2024 – 58,000 plus
- Inclusion in our Annual Report as a generous business partner

On behalf of Historic Bethlehem Museums & Sites we invite you to partner with us as a sponsor of the “*sweetest event of the summer.*”

Sponsorship options and benefits are detailed on the following pages. Or, if you prefer to create a package tailored to complement your company’s marketing goals, contact Beth Beatty at 610.882.0450 or bbeatty@HistoricBethlehem.org.

Presenting Sponsor: \$15,000

- Promoted as overall festival sponsor
- Thirty (30) General Admission passes
- Twenty (20) Tasting Tent passes (includes festival admission)
- Logo in print, online, radio and banner promotions if applicable
- Company banner (you provide) at Main Admissions Check-in Area
- Opportunity to provide or act as emcee on the performance stage
- Verbal recognition from performance stages
- Logo and link on HBMS Festival web page and inclusion in e-blasts and social media posts
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees
- Complimentary 2025 HBMS weeknight site rental for corporate event
- Complimentary HBMS Custom Tour for up to ten (10) guests

Barn Raiser Sponsors: \$10,000

- Twenty (20) General Admission passes
- Fifteen (15) Tasting Tent passes (includes festival admission)
- Logo in print and online promotions and social media posts
- Company banner (you provide) at Brewery or Community Stage
- Verbal recognition from performance stages
- Logo and link on HBMS Festival web page
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees
- Complimentary 2025 HBMS weeknight site rental for corporate event



Harvester Sponsors: \$5,000

- Designated as a sponsor at choice of area with company banner (you provide) at location
 - Choice of Dessert Tent, Take Home Dessert Tent or Event Buses
- Verbal recognition from performance stages
- Ten (10) General Admission passes
- Eight (8) Tasting Tent passes (includes festival admission)
- Logo and link on HBMS Festival web page
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees



Cultivator Sponsors: \$3,500

- Designated as a sponsor at choice of area with company banner at location
 - Choice of Tavern Tent, Kids Crafts Tent, Johnson Barn or fence along main entry path
- Verbal recognition from performance stages
- Eight (8) General Admission passes
- Six (6) Tasting Tent passes (includes festival admission)
- Complimentary booth space for your business
- Logo and link on HBMS Festival web page

