



## 12<sup>th</sup> Annual Apple Days

**Burnside Plantation** 1461 Schoenersville Road, Bethlehem, PA

Market To-Go Pick-up Friday, September 19, 2025

Event Saturday and Sunday, September 20 & 21, 2025

## Sponsorship Opportunities

Apple Days 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, living history demonstrations and 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 an Apple Days 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 1,500 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
  - Apple Days Related Website Views June – September 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 this unique family favorite event!

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](mailto:bbeatty@HistoricBethlehem.org).

*We look forward to including you in our community of supporters.*

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

- Named as overall festival sponsor
- Twenty (20) General Admissions passes
- Ten (10) Tasting Tent Passes
- Opportunity to provide or act as emcee on main stage
- Logo in print, online, radio, and billboard promotions if applicable
- Company banner (you provide) at Main Admissions Check-in Area
- Logo and link on HBMS Festival web pages, e-blasts, and social media posts
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees
- Complimentary 2024/2025 HBMS Site Rental for corporate event
- Complimentary HBMS Custom Tour for up to ten (10) guests



## **Barn Raiser Sponsors: \$3,500**

- Company banner (you provide) at the Dessert Tent, or Community Stage
- Fifteen (15) General Admissions passes
- Logo and link on HBMS Festival web pages and social media posts
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees

## **Harvester Sponsor: \$2,000**

- Designated as a sponsor at your choice of area with your company banner (you provide) at
  - Choice of Take Home Dessert Tent, Kids Tent, Johnson Barn or fence along main entry path
- Ten (10) General Admissions passes
- Logo and link on HBMS Festival web pages
- Complimentary booth space for your business
- Opportunity to offer business promotional items to attendees

## **Seed Sower Sponsors: \$1,500**

- Designated as a sponsor at your choice of area with your company banner at
  - Choice of Volunteer Tent, Corn Crib or fence along main entry path
- Eight (8) General Admissions passes
- Logo and link on HBMS Festival web pages

## **Gardener Sponsor: \$1,000**

- Designated as a sponsor of area with your company banner (you provide) at
  - Choice of Burnside Garden or Apple Orchard or fence along main entry path
- Six (6) General Admissions passes
- Logo and link on HBMS Festival web pages



## **Planter Sponsors: \$750**

- Company Banner (you provide) on event grounds
- Four (4) General Admissions passes
- Logo and link on HBMS Festival web pages

Historic Bethlehem Museums & Sites  
Apple Days Sponsorship

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Name of company or organization as it should appear in print

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Sponsorship Level

Sponsorship Amount

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Address

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City

State

Zip

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Contact Person

Title

Date

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Signature

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Phone

Email

Make checks payable to *Historic Bethlehem Museums & Sites*  
**Return to Historic Bethlehem Museums & Sites, Attn: Beth Beatty**  
**74 W. Broad Street, Suite 310, Bethlehem, PA 18018**  
**[www.HistoricBethlehem.org](http://www.HistoricBethlehem.org) | 610-882-0450 (Office) | [bbeatty@historicbethlehem.org](mailto:bbeatty@historicbethlehem.org)**

