



# Beaver Lake Nature Center Golden Harvest Festival

Second Weekend in September

September 12 & 13, 2009; September 11 & 12, 2010

Originated: 1979; Annual Production: 32nd

## The Event

The largest nature center happening in the USA, this fun-filled weekend captures the traditional feeling and flavor of an old time American country fair. Visitors enjoy folk music, pie eating and human scarecrow contests, horse drawn hayrides and farm animals, and the Supernatural Midway with insect and wildlife-oriented children's games. There's a bountiful assortment of tasty harvest foods plus over 100 artists and craftsmen demonstrating and selling their goods.



## The Audience

The family appeal of Onondaga County Parks is personified at the Harvest Fest, where visitation by three generations is common among the nearly 20,000 annual attendees. The female market is dominant due to the allure of specialized shopping, with overall demographics focusing upon a well-educated, professional audience.

## Sponsor Incentives and Value

- Positive, year-round 'green' identification through linkage with Central New York's premier environmental center.
- Visual and creative aspects of the program assure tremendous media coverage which as a norm includes feature newspaper stories, television play, and radio sponsorship.
- Opportunity for businesses dealing with the environment, agriculture, consumable products, communications, and/or quality of life to in a hands-on fashion market their services and embellish loyalty with influential consumers
- Hospitality program which can include food service, primary parking, complimentary tickets, and early event access for key customers
- Enhanced relationship with Onondaga County government and over 2,000 family members of the Friends of Beaver Lake Nature Center
- Dominant presence in all event promotions generated and produced by Onondaga County Parks including brochures distributed throughout New York State, programs, press releases, web site; onsite signage, banners, and announcements; plus Friends' newsletter mailings

## Package Cost

Golden Harvest Festival title rights involve an annual investment in the \$15,000 range, with options for crediting to a la carte elements of the weekend available at negotiable rates.



**For more information on this sponsorship opportunity, contact:**

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