

# **11<sup>th</sup> Annual Howard Fire Company Punkin' Chunkin' Sponsor Information Packet**



**This Year's Festival Date is: Saturday October 16, 2021**

## Hello!

First of all, thank you for considering being a part of the Annual Howard Fire Company Punkin' Chunkin' Fall Festival! This event supports the Howard Fire Company 14 and subsequently the festival itself through monetary donations and sponsorships from members of the community. If you have no idea about what this event is or if it worth donating to (which it totally is) here is a quick rundown of what this event is all about.

## What is this event and what the heck is “ Punkin’ Chunkin’ ”?

Every year towards the end of October the Howard Fire Company holds a one day festival at the scenic Bald Eagle State Park in Howard, PA. The event attracts over 15,000 people every year and is free to attend with no admission or parking costs for the public. The main attractions of the festival are the catapults, trebuchets, and (possibly) air cannons that launch pumpkins hundreds of feet through the air and send them splashing down into the nearby lake hence why we call it Punkin'Chunkin.

However the festival also hosts a number of other attractions such as:

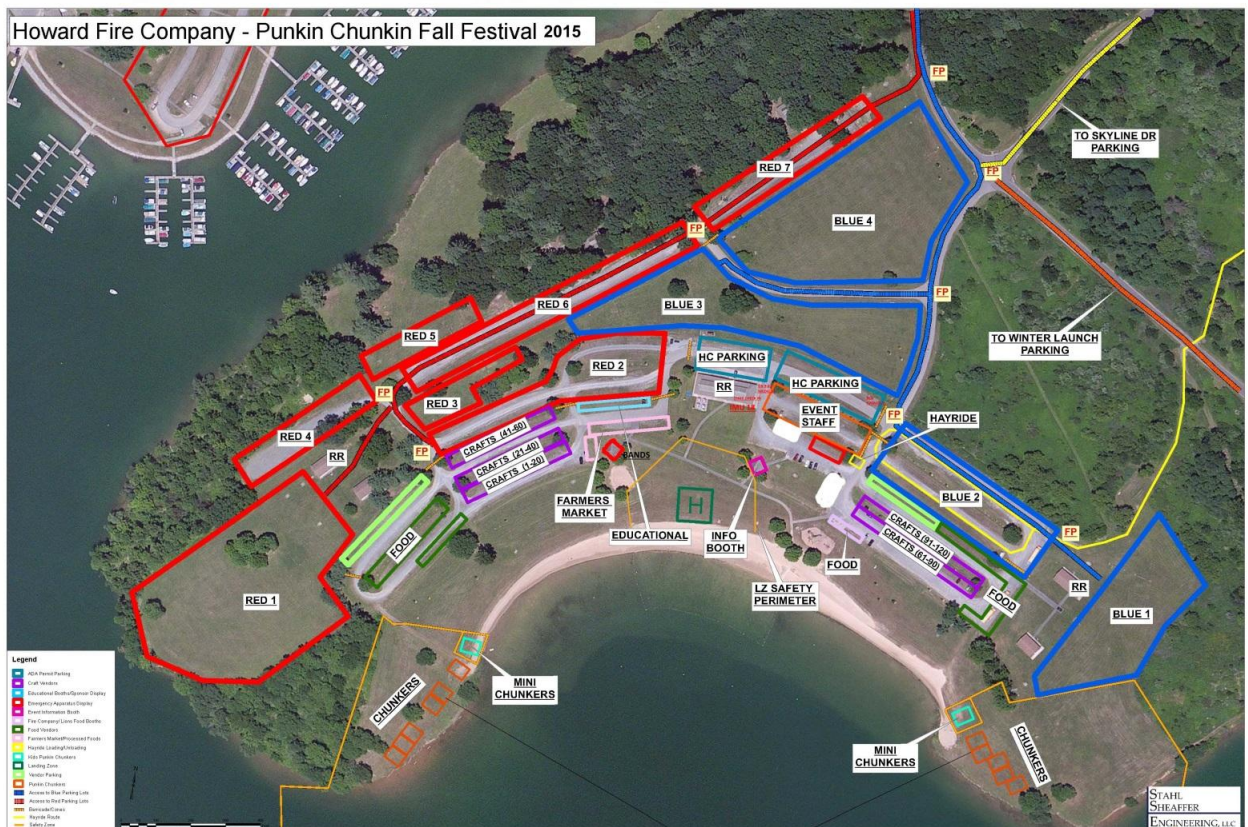
- Nearly 100 Local Craft Vendors
- Local Food Vendors
- Hayrides
- Smaller Trebuchets for the Public to Shoot
- Children's Games and Activities.
- Emergency Vehicles
- Pumpkin Pie Eating Contest
- Farmer's Market

## What am I donating to?

Your donation or sponsorship will go towards the running costs of the Howard Fire Company and the Punkin'Chunkin' Fall Fest. Our 100% volunteer run company has a yearly operating cost of over \$110,000 dollars; we rely heavily on community support and donations from events like these. The festival itself is also 100% volunteer run with meetings and planning for the event going on a half of year before the big day. We hope that we can get enough donations and sponsorships every year to continue improving the festival for many years to come

## What do I get for sponsoring the festival?

We understand more than anyone that giving back to your local community with no recognition given is a great thing to do. However we also understand that donating with no incentive or recognition can be disheartening. For this reason, our planning team has set up a sponsorship system for the festival so that the more you or your company donates the more publicity you or your company gets back during the festival. The sponsorship levels will be discussed in the rest of the packet.





## **Sponsorship Levels:**

Key: Sponsorship title:

# of donation slots

Donation range

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**Festival Supporter:      No limit      \$50.00 to \$99.99**

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- Your name or company name listed on all sponsor boards at the festival.
- You're company name in the post Punkin Chunkin sponsor appreciation ad

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**Chunkin' Donor:      30 Only      \$100.00 to 249.99**

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- 1 Pumpkin Chunked with your company name announced as the sponsor.
- Your company listed on all sponsor boards at the festival.
- You're company name in the post Punkin Chunkin sponsor appreciation ad.

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**Chunkin' Sponsor:      15 Only      \$250.00 to 499.99**

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- 2 Pumpkins chunked with your company name announced as the sponsor.
- Your company listed on all sponsor boards at the festival.
- You're company name in the post Punkin Chunkin sponsor appreciation ad.
- Your company name or logo on the back of the festival T-shirt.

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**Bronze Sponsor:      8 only      \$500.00 to 749.99**

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- 3 Pumpkins chunked with personalized sponsor announcements for your company.
- Your company name thanked during chunking breaks from the main stage
- Your company name listed on all sponsor boards at the festival.
- Your company name listed all newspaper ads for the festival.
- Your company name or logo on the back of the festival t-shirt.
- Your company name or logo featured on all promotional flyers



**Silver Sponsor:                      8 only                      \$750.00 to 999.99**

- 4 Pumpkins chunked with personalized sponsor announcements for your company.
- Your company name listed on all sponsor boards at the festival.
- Your company name thanked during chunking breaks from the main stage
- Your company name listed in all newspaper ads for the festival.
- Your company name or logo on the back of the festival t-shirt.
- Your company name or logo featured on all promotional flyers.

**Gold Sponsor:                      5 only                      \$1000.00 to 1999.99**

- 5 Pumpkins chunked with personalized sponsor announcements for your company.
- Your company name thanked during chunking breaks from the main stage
- Your company name listed on all sponsor boards at the festival.
- Your company name listed in all newspaper ads for the festival.
- Your company name or logo on the back of the festival t-shirt.
- Your company name or logo featured on all promotional flyers.
- Free booth at the festival to advertise your business
- Your company gets a sign spot on the way out of the festival to advertise your business

**Platinum Sponsor:                      3 only                      \$2000 or more**

- 7 Pumpkins chunked with personalized sponsor announcements for your company.
- Your company name thanked during chunking breaks from the main stage
- Your company name listed on all sponsor boards at the festival.
- Your company name listed in all newspaper ads for the festival.
- Your company name or logo on the back of the festival t-shirt.
- Your company name or logo featured on all promotional flyers.
- Free booth at the festival to advertise your business
- Your company gets a sign spot on the way out of the festival to advertise your business
- Your company signs placed at festival as permitted
- Will be permitted to launch one pumpkin during the festival!



## **Service Sponsorship:**

If your company has a service that we can use during the festival and are willing to donate it for free for us to use for the day then we also have a sponsorship plan for you. We are willing to give you a sponsorship level equivalent to the monetary value of your service. You may also place signs as permitted on or near your donation to promote your company

For example, we use an ATV to drive around the event to empty trash cans throughout the day. If your company so happens to rent out ATVs and be willing to donate one for the day for us to use, we would equate the monetary cost of the ATV rental to a sponsorship level. You would also be able to put a small sign on the ATV sponsoring your company.

## **Things to consider as a sponsor:**

- The higher the sponsorship level the larger your company name or logo will be on any promotional items such as flyers, festival sponsorship boards, and t-shirts.
- Company logos for the promotional item listed below must be submitted to and approved by the Chunkin' Committee before the set deadline (Deadline will be sent out to approved sponsors).
  - Flyers/newspaper ads
  - T-shirts:
  - Festival Sponsorship board
- We will be hosting an area at the information booth in which companies or organizations that sponsor the festival at any level will be able to put their business cards out for the public.
- If you are a platinum sponsor or a service sponsor and you would like your company's sign/banner at the festival as stated in the sponsorship description, you are responsible for supplying and possibly placing the sign/banner, depending on difficulty of setup, before the festival begins. All signs and possible placements of signs **must** be approved by the Punkin' Chunkin' planning committee at least 2 weeks before the festival.



## **Where do we advertise about the festival?**

### **-----NEWSPAPERS-----**

**CENTRE DAILY  
TIMES**

**LOCK HAVEN  
EXPRESS**

**BELLEFONTE  
GAZZETTE**

### **-----TV-----**

**WTAJ**

**WJAC**

**WNEP**

**WHPTv**

### **-----INTERNET-----**

**HFC Website**

**HFC/Punkin' Chunkin' Facebook**

### **-----RADIO-----**

**FROGGY**

**WTLR**

**THE BEAR THE MOUNTAIN**

**3WZ**

**THE BUS**

**WOWY**

**B94.5**

**WPSU**

**THE LION**

**QWK ROCK**

**JOE FM**

### **-----PROMOTIONAL POSTERS-----**

**350 LARGE PRINT COLOR POSTERS WILL BE PLACED IN BUSINESSES  
WITHIN A 40 MILE RADIUS OF HOWARD, PA.**

\*Please note that every measure will be made to have public service announcements placed with all of the above venues to promote the festival. HFC believes that this exposure will be gained, but cooperation from these venues cannot be 100% guaranteed.



# HOWARD FIRE COMPANY

## PUNKIN' CHUNKIN'



### FALL FESTIVAL

FREE ADMISSION



FREE PARKING

**OCTOBER 18th 10AM - 5PM**  
AT THE  
**BALD EAGLE STATE PARK**

#### GOOD FOOD

10:00 to 10:15 Opening Remarks  
10:15 to 11:00 Band  
11:10 to 11:55 Launch Pumpkins

#### CRAFTS VENDORS

12:05 to 12:50 Band  
1:00 to 1:45 Launch Pumpkins

#### LIVE BANDS

2:00 to 2:45 Band  
2:55 to 3:40 Launch Pumpkins

#### PIE EATING CONTEST

3:40 to 4:00 Pi Eating Contest  
4:00 to 4:45 Launch Pumpkins  
4:45 to 5:00 Grand Finale

#### HOWARD FIRE COMPANY THANKS THE FOLLOWING SPONSORS...



814-238-8080  
814-234-4000  
[www.1kbb.com](http://www.1kbb.com)



#### OTT-KECK FAMILY

Miller's Hoagies  
Milesburg  
814-355-4225

SWARTZ FIRE SAFETY  
Bellefonte 814-355-9033

ARMSTRONG Industries  
Beech Creek

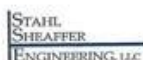
EAGLE TOWING & RECOVERY  
Milesburg 814-355-1131

CONFER TRUCKING INC  
324 Mill Street, Howard  
814-625-2515

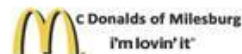
Howard VFW Post 8269  
814-625-2543

Woodmen of the World  
Chapter 691  
Howard Pa 16841

— INGRAM'S —  
Fuel Oil ... Markets



GRAYMONT  
Pleasant Gap  
814-355-4761



Example of previous advertising flyer for the festival



**Thanks again for considering being a sponsor of the Annual  
Punkin' Chunkin' Fall Festival!**

If you have any questions or concerns about sponsorship or the festival in general please contact:

- The person who gave you this packet
- George Demcheck, Festival Founder @  
814-571-8303 or georgedemchak101@gmail.com
- The Howard Fire Company/Punkin' Chunkin' Comittee @  
814-625-2761

Attached is a sponsorship form that can be submitted by contacting any of the contacts listed above.

We hope to hear from you soon!

Howard Fire Company  
2021 Punkin' Chunkin Sponsor Form

Sponsor Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sponsor Phone: \_\_\_\_\_

Sponsor E-mail: \_\_\_\_\_

Donation Amount: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_

1-2 Line Sponsor Promotional Message (to be read prior of the launch of each of your pumpkins)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Fire Company or Punkin' Chunkin' committee member contact for sponsorship

\_\_\_\_\_

Payment attached: Yes \_\_\_\_\_ No \_\_\_\_\_

If so, Check # \_\_\_\_\_