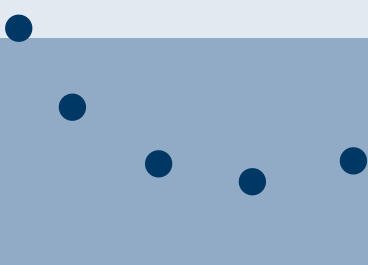




2024 SPONSORSHIP PACKET

# EVENTS & PROGRAMS

*(updated 4/5/2024)*



# ABOUT MAIN STREET HANOVER

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The mission of Main Street Hanover is to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy for everyone.

Main Street Hanover (MSH) launched in January 2013 as a collaborative effort between Hanover Borough, Hanover Area Chamber of Commerce, Partnership for Economic Development of York County, and York County Economic Alliance. Following the Main Street Four Point Approach<sup>®</sup> of Organization, Design, Economic Restructuring and Promotion, the community has embraced the revitalization movement.

Main Street Hanover applied for and received 501(c)(3) status in October of 2018, thus launching a new chapter for the effort. Now as a stand-alone non-profit organization locally run by an appointed board of community leaders, we can maintain our partnerships while focusing on expanding our impact in the downtown Hanover district as well as adjacent areas.




# UPCOMING EVENTS

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Sponsor one of our upcoming Signature Events! We offer both ticketed and free and family-friendly events in downtown Hanover.

Our events bring the whole community together presenting you with an excellent opportunity to be seen at the event itself, as well as through our digital outreach and promotions.

## 2024 Events:

- **2nd Saturdays - held on the 2nd Saturday of each quarter of the year - this year's events will take place on March 8th, June 8th, September 14th & December 14th.**
- **June 29th - 3rd Annual Battle of Hanover Commemoration**
- **Christmas in Hanover** 

# STATS

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2022-2023 Total Event Attendees: over 5,900

2022-2023 Downtown Businesses Participating in MSH Events: 26

2022-2023 Volunteer Hours: over 500

Facebook following: over 7,700

Instagram following: over 2,200

Mailing List Following: over 1,300



# SIP & STROLL

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Our most popular event! Enjoy local libations as you stroll through downtown Hanover during Main Street Hanover's biggest fundraising event.

Greet downtown merchants as they open their doors for up to 500 guests to sample local beer and wine, while supporting downtown small businesses.

Ticket proceeds benefit Main Street Hanover.

# BATTLE OF HANOVER COMMEMORATION

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Sponsor our 3rd Annual Battle of Hanover Commemoration Day and step into history!

Take part in a full day of activities featuring Main Street Hanover's Heart of Hanover Trails as well as collaborations with the Hanover Area Historical Society.

Guests and visitors learn more about the importance Hanover played in the Civil War and the Battle of Gettysburg, while strolling through downtown Hanover.



# CHRISTMAS IN HANOVER

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Christmas in Hanover has been a family tradition and mainstay in the Hanover community for over 85 years. Along with a dedicated volunteer Christmas Committee, Christmas in Hanover is now presented by Main Street Hanover with activities and events throughout the holiday season.

Starting the day after Thanksgiving and throughout the month of December, we offer a variety of free and family-friendly offerings for the community including:

- Santa's Cabin
- Free downtown parking for holiday shopping on Fridays & Saturdays
- The Christmas Parade
- Center Square Christmas Tree Lighting Ceremony
- Caroling
- Christmas Tree Wars
- And much more!

Your sponsorship dollars will reach more than 2,000 area families as they share in the magic and joy of the season. Spend this Christmas downtown! Reach out to Executive Director, Justine Trucksess at [jtrucksess@mainstreethanover.org](mailto:jtrucksess@mainstreethanover.org) to discuss the best sponsorship level for you, as well as volunteer opportunities.





# EVENT SPONSORSHIP LEVELS

## IN KIND

- Donations of products or promotional merchandise are welcome! We are always looking for snacks and water as well as giveaways and prizes. You will be recognized in our Annual Report.

## \$500

- Logo on event webpage and one (1) social media post.

## \$750

- Same perks as \$500 sponsor PLUS your logo on all printed event materials.

## \$1,000

- Same perks as \$750 sponsor PLUS table space at the event.

## \$2,000

- Same perks as \$1,000 sponsor PLUS table space at the event and one dedicated eblast promoting your business.

## \$5,000

- Same perks as \$2,000 sponsor PLUS logo listing above all other sponsors and four (4) complimentary tickets to the Sip & Stroll event of your choice in the 2023-2024 year.

All sponsors will be recognized in Main Street Hanover's Annual Report.

# OTHER SPONSOR OPPORTUNITIES

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In addition to our events, we also have sponsorship opportunities available through our Hanging Basket Beautification project as well as our Downtown Hanover Map & News sign.

## **Beautification:**

Sponsor our floral hanging baskets in Center Square throughout the spring and summer. Your donation goes towards the watering and upkeep of these beautiful arrangements.

\$300  
Small Basket  
Recognition Sign in  
Center Square

\$500  
Large Basket  
Recognition in  
Center Square & on website

\$1,200  
Corner Sponsor  
Recognition Signs in Center Square,  
on website &  
social media



# OTHER OPPORTUNITIES CONT.

## Downtown Hanover Map & News Sign:

Place your company logo or ad prominently in Downtown Hanover on the back of the town map. Be seen by passersby each day on our 48x50 inch sign located at the corner of Broadway and Center Square.

### Rates:

\$750 - one square space for 1 month

\$1,500 - one square space for 3 months

\$2,000 - one square space for 6 months

**BEST VALUE!**



### EVENTS

2<sup>ND</sup> SATURDAYS HELD QUARTERLY FEATURING FREE AND FAMILY FRIENDLY ACTIVITIES IN DOWNTOWN HANOVER  
MARCH 11, JUNE 10, SEPT. 9, DEC. 9 2023

- 24 Memorial Day Parade | Monday, May 29, 2023
- 03 Sip & Stroll | Saturday, June 3, 2023
- 15 Snack Town Street Fair | Saturday, July 15, 2023
- 03 Chili Cookoff - Labor Day Weekend | Sunday, September 3, 2023
- 26 Halloween Parade | Thursday, October 26, 2023
- 24 Santa Parade | Friday, November 24, 2023
- 25 Christmas Tree Lighting | Saturday, November 25, 2023

## YOUR AD HERE!

## HEART OF HANOVER TRAILS

HISTORY. *Culture.* FUN.

Featuring Civil War history, human interest stories and little-known details about Hanover, the Heart of Hanover Trails is an interactive and informative walking tour through downtown Hanover.

Each marker highlights a specific feature of historic Hanover, including the Battle of Hanover, economic development in the area and distinctive individuals who contributed to Hanover's rich history.

Walk the steps of history while making your own. Visit our interactive itineraries using the QR code to the right.



## PARKING

PAY QUICKLY AND SECURELY FOR PARKING WITH YOUR SMART PHONE. DOWNLOAD THE PASSPORT PARKING APP TODAY.

Using the Passport Parking app, the rate for parking at meters in the quadrants of the Square and on Carlisle Street from Bank Lane southward toward the Square is \$1.25 for the first hour and 25c for each additional 15 minutes. All remaining meters, both on streets and in lots, is \$1.00 for the first hour and can be extended from the app in additional hourly increments.

Passport Parking assesses a 25c per use fee.

Metered parking is 25c for 15 minutes if using coin.

For more information visit [www.hanoverboroughpa.gov](http://www.hanoverboroughpa.gov)





The mission of Main Street Hanover is to expand the economic capacity of downtown Hanover, thus improving the business environment, enhancing the quality of place, and increasing community synergy. Support us as we continue transforming downtown Hanover. As a 501c3 organization we rely on community support for all we do. Donate today to ensure our organization can continue our important work enhancing this place we love.



@MAINSTREETHANOVERPA



@MAINSTREETHANOVER







**THANK**  
**YOU**  
for your support!

Main Street Hanover  
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[mainstreethanover.org](http://mainstreethanover.org)

717.637.6130

