

# **HARRISBURG DESSERT FESTIVAL**

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**PROMOTING SMALL BUSINESS, ONE DESSERT AT A TIME**

# ABOUT THE EVENT

On Saturday, July 16th, tons of local, small business vendors will be packed into a special 1-day event celebrating all things sugar! Held at the Farm Show, the event will be held from 11 a.m. – 6 p.m. in Harrisburg, PA.

We will feature over 40 dessert-themed vendors, a cake decorating competition, sweets-loving characters in costume, live music performances, a Jumbo Candyland walkway game, raffle prizes, face painting, and a variety of themed backdrops for photos.







## MAIN GOALS

- **Celebrate Small Business**
- **Build Community Involvement**
- **Boost State Capital Tourism**

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### **Serving the Sweet Stuff to our Community**

Our goal is to present to small businesses an opportunity to gain traction both in sales and emotional rapport. A successful event backed by a small business can increase potential customer loyalty.

With Harrisburg being our state's capital, industries can gain additional exposure through tourism attractions. We aim to allow for our event to contribute to their success, as well as reflect family-oriented means for community entertainment.



# TARGET MARKET

Our primary target market for this event will be structured towards women and children.

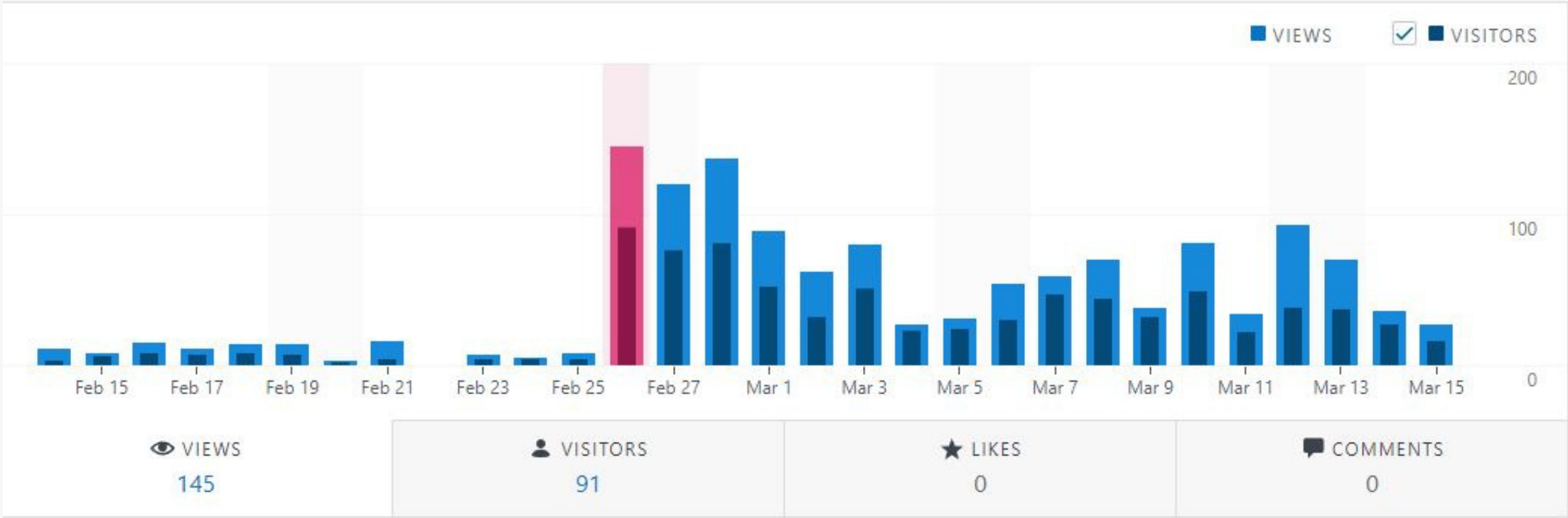
According to the 2020 census (more recent years not yet available), the total population for the Central Pennsylvania area consistently reflected with over half of the population being women.

Women are also more commonly invested in activities with children, which may account for an additional 15-20% of the population according to recent studies.

All Topics	York County, Pennsylvania	Lancaster County, Pennsylvania	Mechanicsburg borough, Pennsylvania	Camp Hill borough, Pennsylvania	Harrisburg city, Pennsylvania	Pennsylvania
Population Estimates, July 1 2021, (V2021)	NA	NA	NA	NA	NA	12,964,056
PEOPLE						
Population						
Population Estimates, July 1 2021, (V2021)	NA	NA	NA	NA	NA	12,964,056
Population estimates base, April 1, 2020, (V2021)	NA	NA	NA	NA	NA	13,002,700
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	NA	NA	NA	NA	NA	-0.3%
Population, Census, April 1, 2020	456,438	552,984	9,311	8,130	50,099	13,002,700
Population, Census, April 1, 2010	434,972	519,445	8,981	7,888	49,528	12,702,379
Age and Sex						
Persons under 5 years, percent	5.7%	6.5%	4.7%	5.7%	8.6%	5.5%
Persons under 18 years, percent	22.0%	23.4%	19.5%	24.5%	26.7%	20.6%
Persons 65 years and over, percent	18.0%	18.4%	16.6%	17.8%	10.4%	18.7%
Female persons, percent	50.6%	51.0%	51.1%	51.2%	52.4%	51.0%

# ADVERTISING STRUCTURE

Along with word of mouth,  
we will continue to  
promote our event  
amongst a variety of  
platforms.



The statistics reflect an  
advertisement that was made  
on social media beginning  
2/26. Since the ad began,  
the website has been viewed  
**between 50-200 times per  
day.**

**Social Media Ads,  
currently active until  
7/16 (ad topics will  
vary)**

**Radio Advertising,  
Beginning 6/1/22**

**Posters, Flyers, Yard  
Signs, currently active  
(yard signs will be  
positioned 5/1/22)**

**Online Ads,  
Google/Bing/Newsbreak  
(ads will begin 5/1/22)**





# SPONSORSHIP PERKS

As a contributing member towards the success of our event, we offer a variety of advertising opportunities for your business!



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## Website Representation

For any in-kind or monetary donation, your business will be listed on our website as a sponsor with a hyperlink to your main online business page

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## Ad Distribution

The first 600 event guests will receive a plastic tote bag, packed with promotional materials from our sponsors

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## Flyer Marketing

You will be listed as a sponsor on all promotional flyers distributed on behalf of the event

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## Banner

All sponsors submitting an in-kind or monetary donation of \$200 or more will also have their business logo displayed on a hanging banner on the day of the event

# THANK YOU

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FOR CONSIDERING!