



Codorus State Park  
2600 Smith Station Road • Hanover, Pennsylvania 17331

Dear Prospective Sponsor/Advertiser,

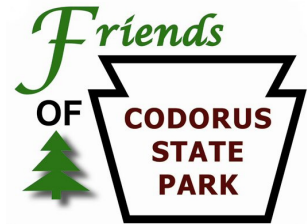
For the past 10 years, businesses like yours have given back to our community by becoming sponsors of the Codorus Blast Festival in the Park. The 11th Anniversary of this fabulous community event will be held on June 22nd, 23rd and 24th.

This highly publicized signature event provides a meaningful investment for sponsorship and advertising participants. **Over 45,000 + people attended the 2011 Codorus Blast**, of all ages. All proceeds raised from sponsorships and advertisements will be used to operate the Codorus Blast Event, as well as give back to the park. The Codorus Blast Committee uses the money raised to help benefit the park. In 2011, we donated money for picnic tables, and helped with contributing to upgrade to the sound system at the Band Shell. With the 2012 event, we hope to raise funds for a security system to be installed at the Marina.

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant or to advertise in our program. We have provided details of all your sponsorship/advertising/vendor benefits in this packet and hope you join us for this worthwhile community event.

If you have any questions or would like more information, please contact Lacey French at Lacey Diehl Designs (717. 487.1254 or laceymdiehl@comcast.net). We look forward to working with you on the 2012 Codorus Blast. In advance, thank you for your support.

*Sincerely,*  
*The Codorus Blast Committee*



## Interested with advertising in the Codorus Blast Program?

- **Audience:** 45,000+ People attended the Codorus Blast in 2011.
- **10,000 Programs** will be distributed throughout June to local businesses, and available at the Codorus Blast event.
- **Affordable Advertising:**– We want everyone to be able to advertise so we offer various advertising sizes and prices.

### When Purchasing an advertisement in our program you would receive the following:

- Designated spot in program
- Design Services
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- Coupon ads will be printable on [www.codorusblast.com](http://www.codorusblast.com)
- Your online ad would be linked to your businesses website.

### ARTWORK SPECIFICATIONS FOR PRINT-READY ADS:

#### Electronic file

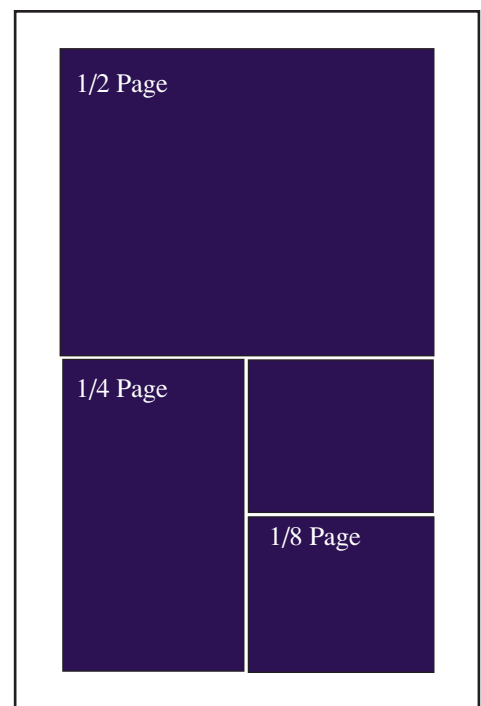
We accept files in Photoshop, InDesign, or Illustrator (Mac platform), include all fonts (printer and screen), linked and embedded graphics (line art at 1200 dpi or halftone at 300 dpi, saved as eps, tif, or jpeg). Please supply hard copy of your ad at 100% of file size, matching file exactly. Press-optimized PDF files with fonts embedded are also acceptable. If sending your ad print-ready, please send as the appropriate color setting, CMYK for full color, or black and white.

#### IF YOU REQUIRE OUR DESIGN SERVICES:

If your ad needs to be created by us, please send text with your artwork saved as a 300dpi jpg file. **AT NO ADDITIONAL CHARGE**

#### Ad Sizes

Full page image area	7.75" w x 10.5" h
1/2 page image area	7.75" w x 5" h
1/4 page image area	3.75" w x 5" h
1/8 page image area	3.75 w x 2.5" h
Inside & Back Covers	8.375 x 11 with .25 bleed





Name of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name: (print) \_\_\_\_\_

Signature: \_\_\_\_\_

**Please reserve the following: (check one)**

	<b>Size</b>	<b>B&amp;W</b>	<b>Color</b>
<b>1/8 page</b>	3.75 w x 2.5" h	___\$100	___\$140
<b>1/4 page</b>	3.75" w x 5" h	___\$150	___\$225
<b>1/2 page</b>	7.75" w x 5" h	___\$275	___\$375
<b>Full page</b>	7.75" w x 10.5" h	___\$475	___\$550
<b>Inside Covers</b>	8.375 x 11 with .25 bleed		___\$600
<b>Back Cover</b>	8.375 x 11 with .25 bleed		___\$650

**Contact:**  
**Lacey French**  
Lacey Diehl Designs

**717.487.1254**

**CONTACT FOR QUESTIONS OR  
EMAIL ARTWORK TO:**

[laceydiehl@comcast.net](mailto:laceymdiehl@comcast.net)

**Please return this application with your payment payable to:**

**Lacey French**  
6816 Kopp Road  
Spring Grove, PA 17362

**Deadlines:**

**Full Payment & Ads Due by: March 30, 2012**  
50% down when submitting above signed contract.

*Thank you for your support in advance!*

*Your signature states that you recognize the responsibility to pay for your advertisement by due date. If the Codorus Blast Committee does not receive your payment by the payment due date, March 30, 2012, the Codorus Blast Committee has the right to refuse advertising to you or your business. If the Codorus Blast Committee does not receive ad copy by the ad copy due date, March 30, 2012, they have the right to create an ad for you or your company. Please proof all ads thoroughly once an ad is approved, money will not be refunded for misspelling or errors. Money will not be refunded for misspellings or errors in print-ready ads. Codorus Blast supports the Friends of Codorus to help restore, preserve, and improve Codorus State Park and all of its surroundings.*



## Interested with sponsoring the Codorus Blast?

### **Blast Main Event Sponsor: \$10,000**

*Sponsorship offers the highest degree of promotional exposure*

- Recognition on all promotional advertising pieces, radio, and television.
- Prime advertising spot on back cover of program full page, color ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 2 vendor spaces at the Codorus Blast, to promote your business
- Banner displaying your name at entrance of Codorus Blast
- 10 Free Car Passes to Codorus Blast Event

### **Firework Sponsor: \$5,000**

*Sponsorship offers the 2nd highest degree of promotional exposure*

- Recognition on all promotional advertising pieces, radio, and television.
- Colored Half Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 2 vendor spaces at the Codorus Blast, to promote your business
- Banner displaying your name at entrance of Codorus Blast
- 5 Free Car Passes to Codorus Blast Event

### **Bandshell Sponsor: \$3,000**

- Colored Half Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 1 vendor space at the Codorus Blast, to promote your business
- Banner displaying your name on Bandshell at Codorus Blast
- 3 Free Car Passes to Codorus Blast Event

### **Nature Tent Sponsor: \$3,000**

- Colored Half Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 1 vendor space at the Codorus Blast, to promote your business
- Banner displaying your name on Nature Tent at Codorus Blast
- 3 Free Car Passes to Codorus Blast Event

### **Family Fun Area: \$2,000**

- Colored Quarter Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 1 vendor space at the Codorus Blast, to promote your business
- Banner displaying your name in Family Fun Area at Codorus Blast
- 2 Free Car Passes to Codorus Blast Event

### **Triathlon: \$2,000**

- Colored Quarter Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 1 vendor space at the Codorus Blast, to promote your business
- Banner displaying your name at Codorus Blast
- 2 Free Car Passes to Codorus Blast Event

### **Free Stage: \$1,000**

- Colored Eighth Page Ad
- Advertisement on [www.codorusblast.com](http://www.codorusblast.com)
- 1 vendor space at the Codorus Blast, to promote your business
- Banner displaying your name at Codorus Blast
- 2 Free Car Passes to Codorus Blast Event



## Sponsorship Agreement

Please check appropriate sponsorship

- \_\_\_\_\_ **Blast Main Event Sponsor \$10,000**      \_\_\_\_\_ **Family Fun Area Sponsor \$2,000**  
\_\_\_\_\_ **Firework Sponsor \$5,000**      \_\_\_\_\_ **Triathlon Sponsor \$2,000**  
\_\_\_\_\_ **Bandshell Sponsor \$3,000**      \_\_\_\_\_ **Free Stage Sponsor \$1,000**  
\_\_\_\_\_ **Nature Tent Sponsor \$3,000**

Name of Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name: (print) \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_ (company name) agrees to provide a financial sponsorship for the 11th Annual Codorus Blast Festival in the Park on June 22, 23, & 24, 2012. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the Friends of Codorus and the Codorus Blast Committee.

**If interested in sponsorships contact:**  
**Larry Rohrbaugh 717.825.9596**  
**Victoria Senft 717.495.1016 or**  
**Lacey French 717.487.1254**



## **CODORUS SPONSORSHIP CONTRACT**

The following shall constitute the full agreement between \_\_\_\_\_ (Sponsor) (hereinafter referred to as the “Sponsor”) and Codorus Blast (hereinafter referred to as the “Manager”) for the services of Codorus Blast Festival in the Park (hereinafter referred to as the “Event”) in connection with the Sponsor’s products and services (all collectively hereinafter referred to as the “Products”).

1. Sponsor shall be the \_\_\_\_\_ (Type of Sponsorship) sponsor of the Event tentatively scheduled for June 22, 23, 24, 2012.

2. As full compensation for the rights and services granted herein, Sponsor shall pay Manager the sum of \_\_\_\_\_ dollars (\$ \_\_\_\_\_), payable on or before the following date February 1, 2012.

3. In connection with said Event, Sponsor shall receive the services described on “Sponsorship Agreement”, provided with this contract.

4. Nothing herein contained shall constitute an obligation on Sponsor’s part to advertise or promote the Event, it being understood by the parties hereto that the Sponsor may do so at its option or may refrain therefrom.

5. Event grants to the Sponsor the right to use the Event’s name and likeness for advertising and promotional materials during the term of this Agreement in connection with the Sponsor’s Products on the following terms and conditions:

(a) Manager or Manager’s authorized representative shall be available and shall cooperate in pre-production consultation. Manager shall provide Sponsor with approval on such advertising and promotional materials.

6. The term of this Agreement shall commence with the execution hereof by Sponsor, Manager and/or Event and shall continue until July 1, 2012.

7. All trademarks, photos, transparencies and similar production materials produced hereunder shall be the exclusive property of the Manager and shall be returned promptly after the expiration of this Agreement, provided that any underlying music and lyrics provided by Sponsor shall be owned by the Sponsor. Further, following the expiration or termination

of this Agreement, use of official Event logo, whatsoever may be used by Sponsor.

8. If Manager is prevented from fully performing the terms and conditions of this Agreement due to a Force Majeure. Manager and/or Sponsor may suspend and/or terminate this Agreement in accordance with provisions for such occurrences, provided in no event shall Manager be obligated to return any sums advanced, loaned or paid hereunder

9. The Friends Group Board of Directors and the Blast Committee Representative for the Friends Group warrant and represent they have the right and authority to enter into this Agreement and their performance hereunder shall not conflict with the rights granted any other party.

10. Park Manager and Event agree to be jointly and severally liable for the performance of their obligations under this Agreement.

11. Should any portion of this Agreement be found to be invalid or unenforceable, it shall not effect the remainder of this Agreement.

12. This Agreement is intended to be fully binding on the parties hereunder provided this Agreement shall not become effective until formally approved by Event which approval, must occur within fifteen (15) business days from the date hereto and executed by all other parties listed

In consideration of the terms and obligations of this Agreement, the parties hereto set their hands.

By \_\_\_\_\_

By \_\_\_\_\_  
Manager Sponsor

By \_\_\_\_\_  
Event





CODORUS BLAST 2012 Festival In The Park  
 June 22, 23 & 24, 2012  
 Fri 4pm-11pm, Sat 10am-11pm, Sun 10am-7pm

### VENDOR APPLICATION

Vendor Name: \_\_\_\_\_

Description of All Merchandise Sold or Services: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Booth Space: 10'x12'-\$125\_\_\_\_ 20'x12'-\$225\_\_\_\_  
 30'x12'-\$325\_\_\_\_

Total Pre-paid Deposit \_\_\_\_\_ Total Due \_\_\_\_\_

Additional Concerns or Requests: \_\_\_\_\_

\_\_\_\_\_

Thank you for your interest in Codorus Blast!!

Please have your completed application and check returned as soon as possible, space is limited.

Checks payable to: Friends of Codorus State Park

Mail to: Friends of Codorus  
 1066 Blooming Grove Road  
 Hanover, PA 17331

\* You are required to provide your services for the entire three days. You will be required to be operational from 3:00pm on Friday till Sunday at 7pm. Event setup times will be from 8am until 6pm on Thursday, June 21st and 8am to 3pm on Friday, June 22nd, 2012.

\*We will have a security presence during the night and the gate to the facility area will be closed to vehicle traffic after the event ends for the day. Please make every attempt to secure your equipment and products to prevent any theft attempts. You will be allowed to stay overnight in an area in the parking lot. Please let us know ahead of time that you would need space for an RV during the event.

\*NOTE: Individual internal combustion engine generators will be prohibited for all participating craft vendors. If your business needs electricity you will be required to use a battery system and voltage inverter to produce your electrical demands.

\*The three day event is scheduled for rain or shine, so please arrive with protective rain equipment. Let's hope it will not be needed!!

Any questions email Vickie Senft [freedomloghouse@comcast.net](mailto:freedomloghouse@comcast.net) or call 717-434-4042

NOTE: Deadline for early registration discount is on or before July 9, 2011.