

*crocodiledog marketing*

9 years, 7 festivals, over 80k raised for local and regional non-profits.

**2016**

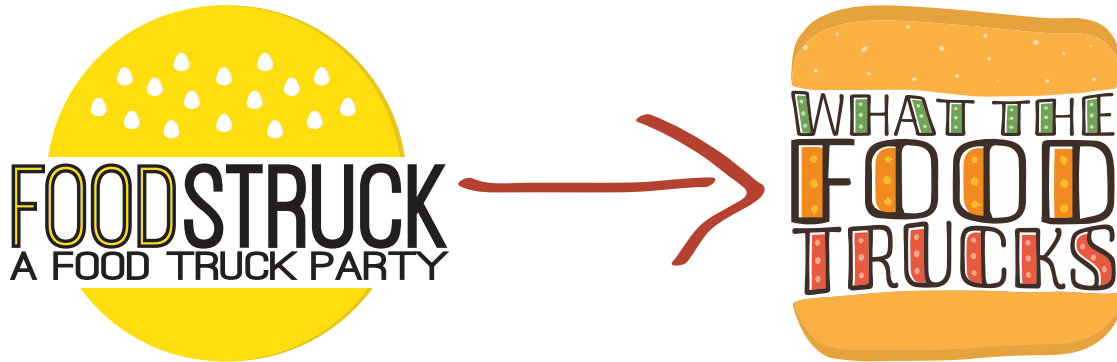
***opportunity brochure***

# ***NEW FOR 2016***

## ***yorktoberfest is one day***

**Based on feedback from multiple sources we have decided to make YTF a one day event. We feel this will increase our chances of pulling in breweries and allow us to run a tighter festival.**

## ***What The Food Trucks!***



**For us, Foodstruck was never about the trucks. It was about bringing 20k people into a neighborhood that people frowned upon and a city with “parking problems” and having NO ONE complain about either. We lent our full support for 2 years and now we are taking over full time so the original team can go do other great things.**

# our festivals

## TASTE OF PENNSYLVANIA

**230+ PA wines** for **unlimited sampling**, 50 vendors, local food, music, and the Brew Kids on the Block beer garden at night featuring the newest brewers in the state.

**DATE:** may 14-15th 2016

**LOC:** york - fairgrounds infield



**A collection of ciders and wines from all corners of pennsylvania brought together in a beautiful field for your express enjoyment.**

**DATE:** july 23rd 2016

**LOC:** lisburn community fire company



**TREASURE ISLAND**

**40 Food trucks, a Beer Garden, and an entire city park.** I'm not sure what else you can say except show up early and beat the 18k+ crowd.

**DATE:** sept 4th 2016 (labor day sunday)

**LOC:** york - penn park



## Yorktoberfest

beer and wine festival

**120 wines, 60+ craft beers, and german music.** Everything in one place, at one time, so everyone can stay together and enjoy the day.

**DATE:** october 15th 2016

**LOC:** york - fairgrounds infield

**HIBREWNATION  
FESTIVAL OF BEER**



100+ craft beers with a generous portion of truly rare and hard to find. A real craft festival.

**HARRISBURG**  
≡ NOVEMBER ≡  
FARMSHOW COMPLEX

**GETTYSBURG**  
≡ JANUARY ≡  
ALLSTAR COMPLEX

**YORK**  
≡ FEBRUARY ≡  
YORK EXPO CENTER

# our attendees



**The primary (41%) age ranges represented by ticket buyers is 25-34y, with an additional 22% between 35-44, 25% between 45-64, and another 10% from 21-24 years of age.**



**40% of parties include individuals with an annual income of \$30-50k.**

**Additionally, 31% represented \$50-75k, 25% represented \$75-100k, and 18% represented annual incomes greater than \$100k.**



**Geographically, 68% are located within PA, 11% MD, 6% DC, and 3% VA. The top 3 metro areas represented are Philadelphia, York, and Gettysburg.**

*more detail upon request*



**Primary affinity categories include: news junkies, tv lovers, music lovers, cooking enthusiasts, travel buffs, and sports fans.**

**Most Attendees find out about the festival through word of mouth and social media.**

# ***what we have to offer***

*One size doesn't fit all. Below, you will find a list containing many of the ways we can offer exposure at our event. Following that, are various marketing opportunities to help you get an idea of what we have to offer. Nothing is written in stone, so we encourage you to look at what we have and propose something to fit your needs. Here's what we have to offer:*

## ***space***

- **To set up something—Anything really**
- **To promote your organization to potential members**
- **To drop off some of your own advertising agents or apparatuses**
- **For product placement, such as goodie bags, vehicles, tents...**

## ***print***

- **Printed name or logo on souvenir glasses**
- **Posters in wineries, sales locations, and anywhere else we can**
- **Banners—almost everywhere—front gate, stages, food court...**
- **Stuffer/Handouts at front gate in brochure or glasses**
- **Your logo or ad on our Golf Carts and/or Rinse Stations**
- **Your advertisement or logo on our lawn games**

## ***brand***

- **Event presented by [your name]**
- **The [your name] Designated Driver Program**
- **The [your name] Stage**
- **The [your name] VIP Hour**

# opportunities

## ***event presented by [your name]***

**\$6,000**

Have your name and logo plastered on glasses, posters, banners, websites and the airwaves—in a classy sort of way of course. Additionally, you get virtually unlimited leeway at the event itself. Make it work for you!

## ***the [your name] stage***

**\$2000**

Get your banner up on the stage or have our guests sit in front of YOUR stage.

## ***product placement***

**\$various**

Utilize our grounds in some interesting fashion. Place vehicles around the grounds, give out cheese or some product, demo something somewhere.

## ***logo or name on the glasses***

**\$600+**

Drinking patrons go home with a souvenir glass. Our most popular item, get your company on over 8,000 glasses

## ***back of the ticket***

**\$500**

Tickets are distributed to all Central PA Shurfine locations and various other local stores. Get your advertisement on the back of them.

## ***designated driver program***

**\$500**

We give our DD's fresh water, soda, and a special edition shirt. Have the DD program branded and we can hand out water with your labels on them.

## ***lawn games***

**\$250e**

We have multiple sets of cornhole that could have your advertisement on them

# *more opportunities*

## ***corporate vendor***

***\$250+***

Maybe you just want a spot down with the rest of the vendors. Simple enough.

## ***shuttles***

***\$500***

We rent buses for What The Food Trucks. Make em your own.

## ***golf carts***

***\$250e***

Get your advertisement or logos placed on the two golf carts we use to run the wine around the event. If you want us to do donuts, we'll do those too.

## ***tote bags***

***TBD***

Tested and proven, make sure to get your logo on the bag this year or place something inside for added exposure.

## ***stuffers***

***\$.10e***

Place an item in our glasses or tote bags at the front gate.

## ***cross promotion***

***free***

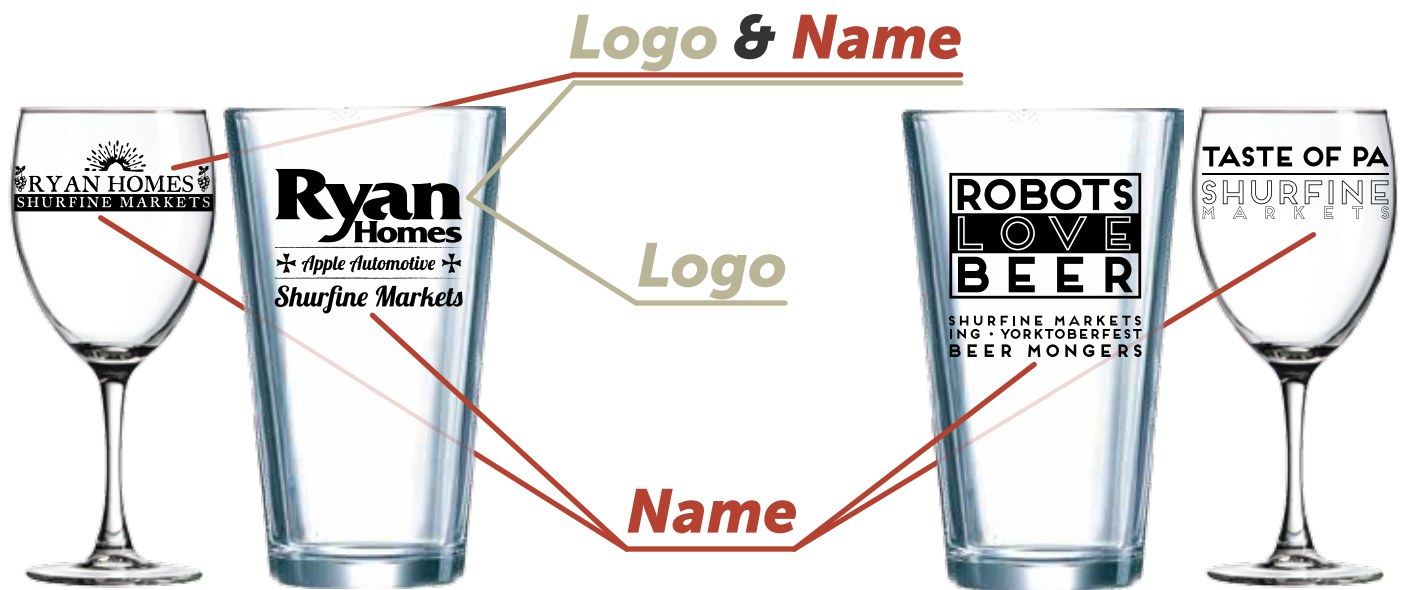
We have paired up with many local business and organizations to offer various promotional events and considerations. Don't be afraid to suggest something.

## ***anything else really***

Didn't find what you were looking for? Many other opportunities exist to get the word out about your company including: giveaways, raffles, company picnics, etc. Give us a ring and we will talk!

# glasses

Through the marvels of modern factory technology, we provide free souvenir glasses to each of our attendees. Our most popular piece of advertising—place your company on 16oz Pint glasses, 9oz Wine Glasses, or both.



**Logo**  
**\$1000**

**20% discount**  
sign up for multiple glasses or  
multiple festivals and receive up to  
a 20% discount

**Name**  
**\$600**



**CrocodileDogMarketing**



# previous partners



# ING



# BEER MONGERS



**KitchenSaver®**  
CUSTOM CABINET RENEWAL



# DUIresults.com

**CrocodileDogMarketing**

# contact

## **brian dudley**

*brian@crocodiledogmarketing.com*

Brian handles **vendors, wineries, sponsors**, and most things **money**. Talk to him if you want to participate in the festival as a company, or if you are interested in contributing on a larger scale.

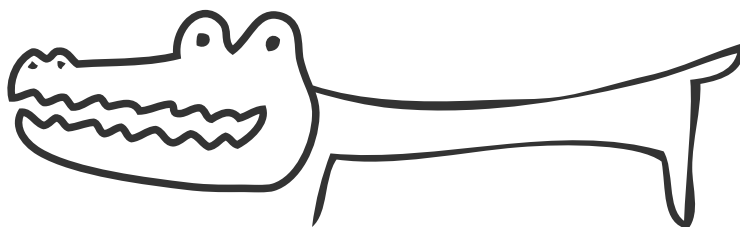
## **matthew davis**

*matthew@crocodiledogmarketing.com*

As our local guy in **York**, Matthew handles **beer, marketing, design**, the **website, cross-promotion**, and most things local. Talk to him if you are interested in contributing to the festival, looking to buy **Group Rate** tickets, or if you are interested in being a volunteer or sponsor!

717.814.8087

[www.crocodiledogmarketing.com](http://www.crocodiledogmarketing.com)



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