

JOIN US FOR CENTRAL PENNSYLVANIA'S LARGEST COMMUNITY ENGAGEMENT FESTIVAL



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2024

LETTERS OF SUPPORT

PATTY KIM, MEMBER
103RD LEGISLATIVE DISTRICT
G-11 IRVIS OFFICE BUILDING
P.O. BOX 202103
HARRISBURG, PENNSYLVANIA 17120-2103
(717) 783-9342
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8 S. FRONT STREET
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46 KLINE VILLAGE
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(717) 772-3570
FAX: (717) 772-4560

WEBSITE: WWW.PAHOUSE.COM/KIM



House of Representatives
COMMONWEALTH OF PENNSYLVANIA
HARRISBURG

APPROPRIATIONS
EDUCATION
CHIEF, SUBCOMMITTEE ON HIGHER
EDUCATION
LOCAL GOVERNMENT
TRANSPORTATION, SECRETARY
SUBCOMMITTEE ON AVIATION

PA LEGISLATIVE BLACK CAUCUS
CAPITOL PRESERVATION COMMITTEE,
TREASURER
CLIMATE CAUCUS
WOMEN'S CAUCUS

To Whom It May Concern:

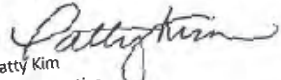
This serves to share my strongest support for The Weekender Event, a musical extravaganza which held their kickoff inaugural gala earlier this year and represents the first inspirational family friendly celebration filled with good music, good company and the tradition of bringing our community together in a positive way.

The city's inaugural Weekender Event, held in Reservoir Park, brought well-known and popular local musical artists and up and coming talented performers with a diverse background together with fans of all music genres for three days of excitement, great and spectacular entertainment which served as an inspiration to people of all ages.

Sponsored by the Singer's Lounge, the City of Harrisburg, the Harrisburg Housing Authority and Levels Ready Entertainment, this musical gala represents a collaborative effort to celebrate the talent, innovation and the musical history of our great nation, our state and this region in particular.

It was my pleasure to attend and participate at The Weekender Event and I thoroughly enjoyed the vocalists, musical groups and instruments and highly recommend that when planning for a family gathering, you go to the Weekender Event.

Thank you.


Patty Kim
Representative
103rd Legislative District
PA House of Representatives



Dear Future Sponsor:

The City of Harrisburg and the Harrisburg Housing Authority are happy to announce the continuation of The Weekender, a summer family festival event that provides a platform for local artists to showcase their talents alongside regional and national acts.

With the success of last year's inaugural event, the City and the Housing Authority invite you to partner with us to make this year bigger and better than before. We look forward to bringing a refreshing family-themed experience, that includes live music, games, food, entertainment, health, education, and career fairs. We would be honored to have you be a sponsor of the 2024 Weekender Festival.

You and your team will also be invited to experience our exclusive VIP lounge. You also will receive space in our vendor area to promote your organization.

Please review the attached sponsorship levels as you consider how best to participate in this event. Please contact our Sponsorship Coordinator, Oche Bridgeford, at 317-250-6957 or caseyb@harrisburghousing.org with any questions or concerns you may have.

We truly appreciate you taking the time to review our sponsorship package.
Thank you in advance for your support!

Sincerely,

Senghor Manns r Manns
CEO, Harrisburg Housing Authority

HHA CEO, SENGHOR MANNS

WHY PARTNER WITH HHA?

MORE THAN JUST HOUSING

We provide housing to almost 5,000 residents. We strive everyday to be *MORE THAN JUST HOUSING* for the families that live within our communities.

Our programs are designed to support and guide our residents to economic and social stability self-sufficiency.

IN ADDITION TO HOUSING, WE OFFER: Nutritional/ Cooking Classes, GED Classes, Homeownership Classes, Youth Entrepreneurship, Summer Youth Employment, Full Tuition College Scholarships, Exclusive Career Fairs, Trades/ Apprenticeship Programs

By changing and impacting lives for the better, HHA is able to increase the quality of life for our residents through innovative programming. The goal is to continue to bridge the gap by bringing partners into the community and encourage residents to step outside their walls to experience new opportunities that will ultimately move them forward.

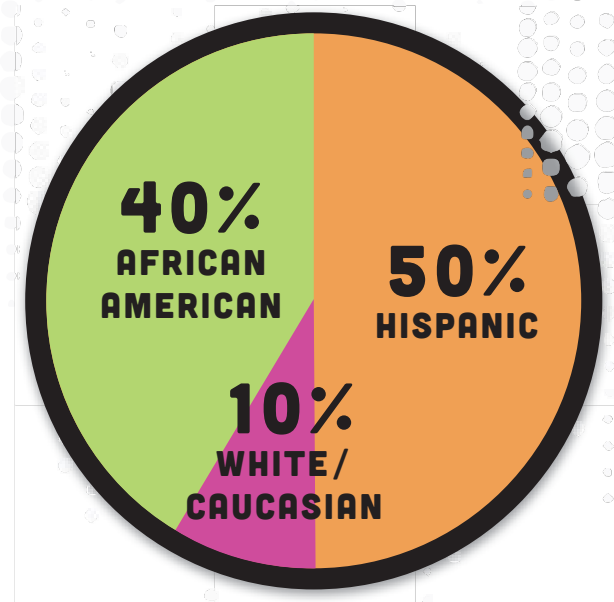


HHA FACTS

HHA SERVES MORE THAN 10% OF THE POPULATION OF HARRISBURG, PA, WHICH IS ONLY 1/3 OF OUR TARGET DEMOGRAPHIC

HHA SERVES LOW INCOME AND VERY LOW INCOME RESIDENTS OF HBG ACROSS A SPECTRUM OF HOUSING OPTIONS:

Public Housing
Section 8
Tax Credit
Project Based Vouchers
Scattered site HHA-owned



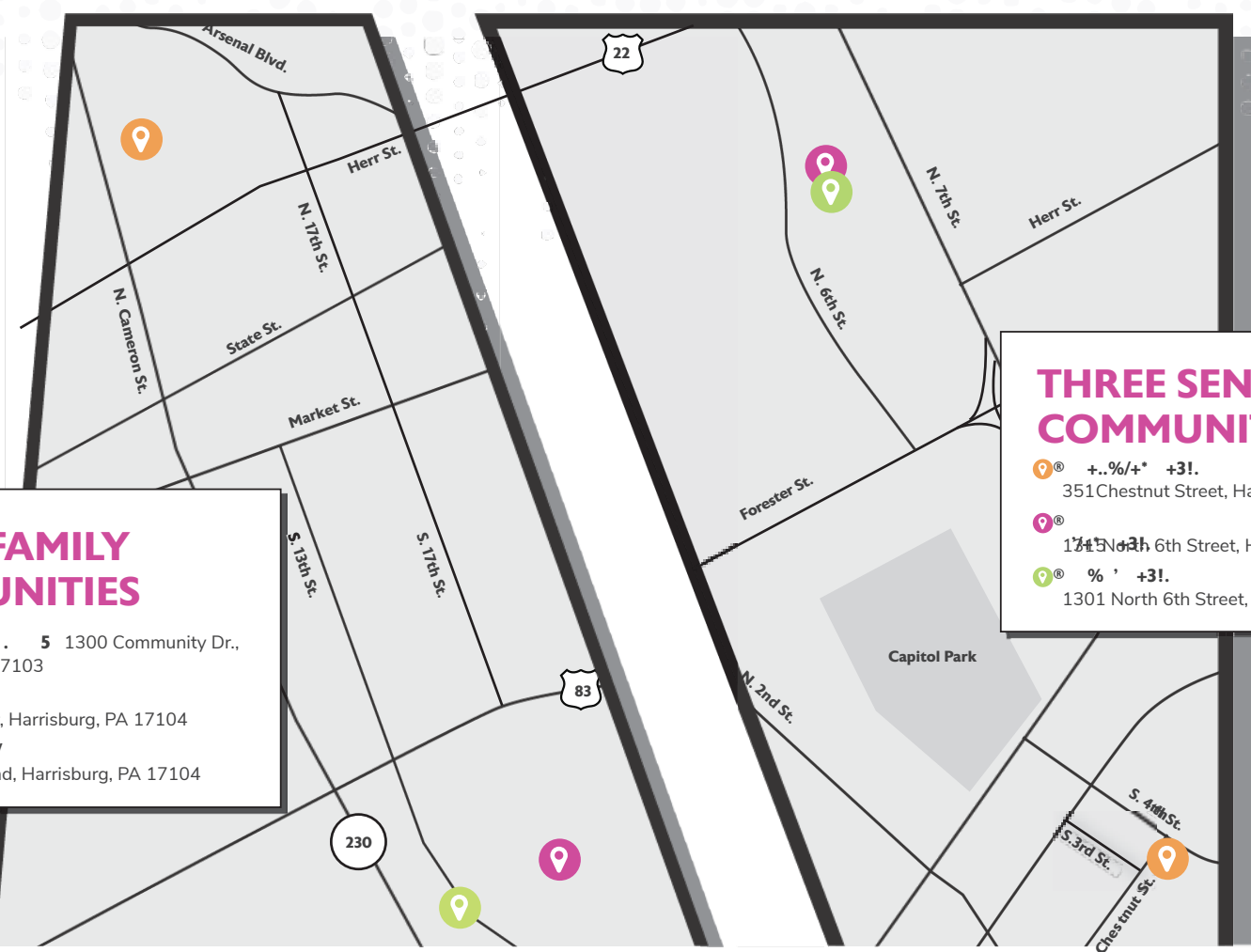
DEMOGRAPHICS (100% of our population is below 85%AMI)





HHA FACTS

HHA PROVIDES HOUSING FOR 5,000 FAMILIES



THREE FAMILY COMMUNITIES

- 📍 1300 Community Dr., Harrisburg, PA 17103
- 📍 100 Hall Manor, Harrisburg, PA 17104
- 📍 1260 Oyler Road, Harrisburg, PA 17104

THREE SENIOR COMMUNITIES

- 📍 351 Chestnut Street, Harrisburg, PA 17101
- 📍 1715 North 6th Street, Harrisburg, PA 17102
- 📍 1301 North 6th Street, Harrisburg, PA 17102

HHA COMMUNITIES

RECENT PROJECTS

Regent Lofts
\$15 Million

William Howard Day Remodel
\$10 Million

UPCOMING PROJECTS

Hall Manor /Hovertor Homes
Choice Neighborhoods
\$300 Million



THE WEEKENDER 2024

Imagine a vibrant, multi-day festival that celebrates community, ignites the senses with diverse music, and empowers local hearts. The Weekender in Central PA isn't just a tastemaker event showcasing artists who've rocked Coachella, The Grammy's, and even Netflix – it's a collaborative platform for positive change.

We partner with the Harrisburg Housing Authority and Levels Ready Entertainment to bridge cultural divides and uplift our community. Beyond electrifying musical performances, The Weekender offers financial literacy workshops, job fairs, entrepreneurial training, and leadership development – transforming lives and building resilience.

Investing in The Weekender means investing in tourism with a conscience. Visitors experience the authentic spirit of Harrisburg while witnessing community empowerment in action. It's a win-win: local residents thrive, businesses flourish, and visitors discover a destination that resonates with soul and purpose.

The Weekender is more than a festival; it's a living, breathing testament to the power of music, connection, and giving back. It's where tourism becomes a catalyst for good, where diverse voices blend in harmony, and where dreams take flight on the wings of opportunity.

In 2024, your sponsorship goes beyond music. It empowers teens. Our Environmental Teen Corps provides over 50 summer sessions of leadership training, community clean-up projects, and even design thinking with a NASA rocket scientist! Teens gain life skills, earn \$1,000, and contribute to their families, while hundreds receive health screenings and families get school supplies. Join us in paving the way for a greener, healthier, and more empowered community at The Weekender 2024!



THE WEEKENDER WHAT TO EXPECT

August 8-9, 2024

Day 1 | AUGUST 8

THE NETWORTH SUMMIT

TIME: 11:00 AM - 2:00 PM and 6:00 PM - 9:00 PM

VENUE: Harrisburg Hilton Hotel

Are you looking for an opportunity to connect with an audience interested in economic empowerment? Look no further than The NetWorth Summit, a portion of The Weekender Festival.

Our summit is focused on empowering attendees economically through Entrepreneurship, Education, and Employment. Last year's summit featured sessions like "Unlikely places to find money to start a business," "Businesses you can start with less than \$500," and "Credit tricks the common person doesn't know."

This year, we're excited to offer even more value to our attendees. Major regional and national employers will conduct on-the-spot interviews for job openings, providing a unique opportunity to connect with potential employees. Additionally, educational and training resources will be available for those looking to start or change careers.

As a sponsor of The NetWorth Summit, you'll have the opportunity to connect with a motivated and engaged audience interested in improving their economic status. Your brand will be showcased to attendees and your support will help make this event possible.

Don't miss out on this opportunity to showcase your brand and support economic empowerment. Join us as a sponsor of The NetWorth Summit at The Weekender Festival.



Day 2 | August 9

THE BLOCK PARTY

TIME: 4:00 PM - 8:00 PM

VENUE: Hall Manor Activity Field

Looking for an opportunity to connect with a community focused on wellness and active living? Look no further than The Block Party, the second half of the Weekender Festival.

Our event is all about getting active, being well, and living life to the max! The Hall Manor community campus will be transformed into a hub of family fun activities including kickball, flag football, basketball tournaments, face painting, bouncy houses, dunk tanks, and water games.

Last year's festival included presentations from the HACC Harrisburg Promise Program and the YMCA Smoking Cessation Program, providing attendees with valuable health and wellness resources. The Latino Connection's Mobile Engagement Unit also offered health and wellness resources while playing games where participants won prizes. The festival also featured live musical performances from Grammy-nominated recording artists and finalists for The Voice and American Idol.

UPMC Pinnacle Health offered screenings to provide early detection of illnesses that can affect participants' quality of life. We even provided more than 350 kids with FREE school supplies. An open mic for local talent to come and express themselves through poetry and music was also featured. Community organizations are always welcome and encouraged to participate.

As a sponsor of The Block Party, you'll have the opportunity to connect with a community dedicated to wellness and active living. Your brand will be showcased to attendees and your support will help make this event possible.

Don't miss out on this opportunity to showcase your brand and support wellness and active living. Join us as a sponsor of The Block Party at The Weekender Festival.



PARTNER WITH THE WEEKENDER INVESTMENTS + PARTNERSHIPS

EXECUTIVE LEVEL PARTNER OPPORTUNITIES



DIAMOND LEVEL SPONSOR - \$100,000

CATEGORY DIAMOND LEVEL EXCLUSIVITY

Title Partner, Naming rights

Example: "Partner presents The Weekender Festival or The weekender Festival presented by Partner or The Partner Weekender Festival"

Four (4) minute speaking role for executive each day

Verbal recognition by Master of Ceremonies on all stage platforms

Recognition as Diamond Partner in DCB3 agenda and website

CEO Welcome Message with photograph in the agenda and/or website

Twenty (20) VIP Passes to all VIP events

Branding and Logo Recognition on all event signage

20x20 Booth Space on both music festival days

Branded co-partner for Pre-festival press conference

The Weekender website click-through to Partner website

Featured partner on The Weekender website

Speaking role at Pre-festival press conference

Official VIP Swag Bag Entry (company supplied)

Inclusion in all marketing and advertising, including social media**

Inclusion in two direct mail campaigns to all HHA Residents leading up to The Weekender

Complete 10-week Summer Youth Program Sponsorship

Recognition at the Youth Summer Program Banquet



PARTNER WITH THE WEEKENDER INVESTMENTS + PARTNERSHIPS

EXECUTIVE LEVEL PARTNER OPPORTUNITIES

BRONZE LEVEL SPONSOR -\$25,000

CATEGORY BRONZE LEVEL EXCLUSIVITY

Titled Official Job Fair Co-Sponsor

One (1) session/activity speaking role

Verbal recognition by Master of Ceremonies on the music festival stages

Recognition as Bronze Partner in 2024 agenda and website

CEO Welcome Message with photograph in 2024 agenda and/or website

Ten (10) VIP Passes to all VIP events

10x10 Booth Space at 2024 both music festival days

Branding, Logo, and/or Video content Streaming on all event signage, including 20 ft video wall

Inclusion in Pre-Festival Press Conference

Click through on Weekender web page to Partner website

Inclusion of promotional materials in 2024 event "tote" bag

Inclusion in marketing and advertising**

Complete 10-week Summer Youth Program Sponsorship



PARTNER WITH THE WEEKENDER INVESTMENTS + PARTNERSHIPS

COMMUNITY PARTNER INVESTMENT LEVELS

COMMUNITY PARTNER III | \$15,000

Complete one-week Summer Youth Program Sponsorship

Recognition at the Youth Summer Program Banquet

Logo included on all print materials (excludes stage signage)

Recognition in press releases and

announcements Five (5) VIP Tent Passes

10x10 Booth Space at the 2024 Block Party Day

COMMUNITY PARTNER IV | \$10,000

Includes support for Youth Summer Programming

Logo on Flyer

Official Weekender Swag

Two (2) VIP Tent Passes

Vending and Signage Opportunity

NON-PROFIT COMMUNITY PARTNER | \$5,000

Includes support for Youth Summer Programming

Logo on Flyer

Official Weekender Swag

Two (2) VIP Tent Passes

Vending and Signage Opportunity

