



20  
22

2ND ST FESTIVAL

# Sponsorship Opportunities

[2ndstfestival.org](http://2ndstfestival.org)



# ABOUT

Founded in 2008 by several local business owners with the goal of bringing people to the Northern Liberties neighborhood in a fun and engaging way, 2nd St Festival has grown into one of Philadelphia's largest annual festivals. Jam packed with 2 stages, dozens of bands, multiple DJs, over 200+ vendors and food trucks, and unique entertainment acts like stilt walkers and belly dancers, the festival draws in upwards of 40,000 attendees every year!

On Sunday, August 7th, 2022, 2nd St Festival will make its glorious post-COVID return with an expanded footprint on N 2nd St from Spring Garden St all the way to Girard Ave.

In addition to the annual festival, 2nd St Festival will also produce, not one, but TWO Night Markets on Thursday, May 26th and Thursday, September 22nd.

All proceeds from this year's festival will go towards realizing the Commercial Corridor Streetscape Vision Plan as developed by the Northern Liberties Business Improvement District (NLBID) whose mission is to make Northern Liberties a premier destination to live, work, visit and do business in Philadelphia.

**7 BLOCKS  
& OVER  
40,000  
ATTENDEES!**



# EXPOSURE

To garner the festival's large day of attendance, 2nd St Festival is aggressively marketed throughout the Philadelphia region. Between varied multimedia outlets, such as social media, printed advertisements and press coverage, the festival's marketing efforts reach hundreds of thousands of local Philadelphians in a very short time period.

**VISIT  
PHILADELPHIA®**



**VOICE  
PHILLY**



**metro  
PHILADELPHIA**

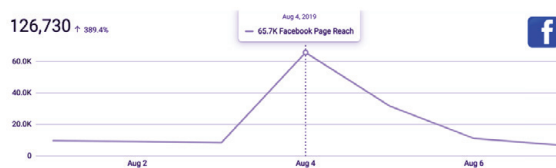
**drink philly**  
BEST DRINKS & BARS IN YOUR LOCATION



"YOUR SCOOP TO EVERYTHING PHILLY"

## REACH

In addition to 2nd St Festival's large day of attendance, the Festival reaches **hundreds of thousands** of people on social media!



VISIT  
PHILADELPHIA®



**VOICE** EVENTS

JULY 18, 2019

## Details on the 2019 2nd Street Festival in Northern Liberties

The block party offers a full day of live music, food, drink and shopping

BY SINEAD CUMMINGS  
PhillyVoice Staff



FESTIVALS Northern Liberties from Independence

# SPONSORSHIP PACKAGES

BENEFIT	2nd St \$50,000	Laurel St \$25,000	Poplar St \$15,000	Brown St \$5,000	Green St \$1,500
10'x10' Activation Space at 2nd St Festival	●	●	●	●	●
10'x10' Activation Space at both Night Markets	●	●	●	●	
Hyperlinked logo placement on website	XL Logo	Large Logo	Medium Logo	Small Logo	
Logo placement on printed marketing collateral (Posters, postcards, Indego bike share ads, Big Belly ads)	XL Logo	Large Logo	Medium Logo	Small Logo	
Banner placement at 2nd St Festival Stages	●	●	●		
Social media promotions (15K+ Facebook/Instagram followers, 150K+ impressions)	●	●	●		
Naming rights	Title	Stage			
Industry exclusivity for 2022 event series	●	●			
First of right refusal for 2023 event series	●	●			
Logo placement on wristbands (30K+ distributed for 2nd St Festival)	●				
Inclusion in press releases	●				
Logo co-branding	●				

**CUSTOM PACKAGES AVAILABLE!**



# GET INVOLVED



## **2nd St Festival:**

Sunday, August 7th, 2022 12pm-9pm

## **Spring Northern Liberties Night Market:**

Thursday, May 26th, 2022 5pm-9pm

## **Fall Northern Liberties Night Market:**

Thursday, September 22nd, 2022 5pm-9pm

**For more information or to sign up to become a sponsor, please contact us below, and don't forget to follow us on social media!**

**CONTACT  
US!**

- ✉ Email: [info@2ndstreetfestival.org](mailto:info@2ndstreetfestival.org)
- 🖱 Website: [www.2ndstreetfestival.org](http://www.2ndstreetfestival.org)
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