



YORK

FALL OYSTER

FESTIVAL

FOOD ★ FAMILY ★ FUN ★ MUSIC ★ HISTORY

To benefit the York County History Center

Sunday, October 18, 2026

11 a.m. - 4 p.m.

Colonial Complex, Downtown York
Pershing Ave., between Market & Philadelphia streets

For GPS: The festival address is
157 W. Market Street, York
Behind the Colonial Court House



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Where York County history meets live music, great food, and community.

There's simply nothing else in York County quite like the Fall Oyster Festival to benefit the York County History Center. What began in 1974 as a small gathering has transformed into one of the region's most anticipated and beloved annual street festivals, attracting an expected 3,000 attendees from throughout York County and well beyond.

Sponsoring the Oyster Festival is a high-visibility marketing investment that delivers tangible ROI. As a sponsor, you aren't just putting your logo on a banner; you are integrating your brand into the fabric of a tradition 52 years in the making.

In 2026, we are excited to feature an expanded menu with delicious options for all palettes, alongside exciting new activities designed for kids and the whole family. Strengthen your brand's position as a community leader in York County and sponsor Fall Oyster Fest '26.



Why sponsor the Fall Oyster Festival?

Our strategic marketing and promotion engine ensures your brand reaches a highly engaged audience before, during, and after the festival.

Sponsors benefit from:

- **Digital Reach/Tourism Marketing:** Placement on social media and digital platforms reaching over 12,000+ followers and bi-weekly e-blasts distributed to 7,600+ dedicated subscribers.
- **Local positioning:** This event is a unique combination of local tradition and broad draw from beyond York County. This is especially beneficial for companies looking to broaden their footprint, or position themselves as leading members of the community with an investment that feeds the local economy.
- **On-Site Engagement:** High-traffic visibility at signature areas like the Golden Plough Marketplace (artisans and vendors), the Kids Corral, Liberty Libations, and more.
- **Premium Activations:** Opportunities for on-site experiential marketing, lead generation, and face-to-face community connection.



Your Impact: Where the money goes

The Oyster Festival is more than just a great party. It is a premier fundraising event for the York County History Center, this year projected to raise \$175,000 through sponsorships, guest purchases, and vendor fees.

Every dollar raised directly supports:

- Dynamic educational programming for 4,000 school-age students and their families
- Meticulous historical preservation of 500,000 of York County's most treasured artifacts, archives, and buildings.
- Free and low-cost community events throughout the year that keep our shared history alive and accessible for 20,000 visitors and future generations.



The Menu: Why Oysters?

In 1964, an archaeological dig at the Golden Plough Tavern uncovered oyster shells in the basement. This was proof that these tasty bivalves were part of York's culinary scene as far back as the 1800s. What started as a quirky nod to history quickly turned into an annual celebration: the now-beloved Fall Oyster Festival.

As the Festival has evolved over the last 52 years, the menu has expanded to include a variety of land and sea options. This year, we revisit the menu again to add chili, healthier fare, and other local favorites.



Sponsorship Levels

The sponsorship benefits listed here are flexible and customizable to meet the needs of your marketing priorities. While we highlight naming rights to signature areas (like the Kids Corral or the General Gates Marketplace), If you wish to support the festival at a specific investment level but prefer your branding to be concentrated at a different location, let's talk about it! We are happy to create a tailored branding strategy that meets your specific priorities for your target audience.

Presenting Sponsor - \$20,000 (1 available)

Exclusive exposure as the overall "Presenting Sponsor" with premier benefits including:

- **Exclusive naming rights:** "Fall Oyster Festival presented by [Your Company]"
- **Stage & Media Perks:** 60-second welcome address on the main stage, and a CEO/President quote featured in the official press release.
- **VIP Hospitality:** 5 Reserved VIP Parking Passes near the main Festival entrance.
- **High-Visibility Branding:** Logo on all volunteer t-shirts and promotional materials (social media, billboards, bi-weekly e-blasts, on-site signage, and event website homepage).
- **Premium oversized display** or booth space at event (prime location).
- **Employee/Client Perks:** 30 complimentary meal vouchers and a custom 15% discount code for employee food/drink tickets.



Kids Corral Sponsor - \$15,000 (1 available)

Exclusive exposure as the sponsor of family-friendly Kids Corral area with benefits including:

- **Exclusive branding and prominent signage** throughout the Kids Corral area, including naming rights to a high-traffic kid's activity (e.g., petting zoo or bounce house).
- **Engagement:** Branded family photo area and opportunity to distribute a specific giveaway (e.g., branded coloring books or bubbles).
- **Logo placement** on promotional materials and event website.
- **Premier display or booth space** located in or adjacent to the Kids Corral.
- **Employee/Client Perks:** 25 complimentary meal vouchers.

Golden Plough Marketplace Sponsor - \$10,000 (1 available)

Premier exposure as exclusive sponsor of the General Gates Marketplace (Vendor & Artisan Row) with benefits including:

- Exclusive branding and prominent signage along the General Gates Marketplace vendor area, including naming rights to the Market map/directory.
- **Engagement:** Opportunity to provide co-branded shopping tote bags handed out to attendees at the beginning of the market.
- **Logo placement** on promotional materials and event website.
- **Premium display or booth space** in or adjacent to General Gates Marketplace.
- **Employee/Client Perks:** 20 complimentary meal vouchers.



Liberty Libations Sponsor - \$5,000 (4 available)

Prominent exposure as a “Liberty Libations” sponsor with benefits including:

- **Logo placement** on promotional materials and event website.
- **Branding** near beer/shooters and wine. **Sponsor does not provide product.**
- **Display or booth space:** Premier location.
- **Employee/Client Perks:** 10 complimentary meal vouchers.

The Patriots’ Premier Privy Sponsor- \$2,500 (6 available)

High-visibility exposure by providing comfort to festival attendees. Includes:

- Tongue-in-cheek branding on luxury portable restroom stations (e.g., "The Patriots’ Premier Privy provided by [Your Company]").
- Logo placement on promotional materials and event website.
- Opportunity to provide branded amenities (e.g., branded mints, hand sanitizer, or mirrors).
- Display or booth space: Prominent location.
- Employee/Client Perks: 5 complimentary meal vouchers.

Heritage Steward - \$1,000

Notable exposure as a “Heritage Steward” with benefits including:

- Name listing on event web page and on-site signage.
- Employee/Client perks: 2 complimentary meal vouchers.



All Oyster Festival sponsors will be recognized in the York County History Center’s 2026-27 Community Impact Report.



Mission:

Understand the past to illuminate the future, through inclusive, authentic storytelling, and preservation.

Vision:

We seek to be a destination where visitors become well-versed in the history of the region, enabling them to bring critical thinking, empathy and optimism to advance our community.

Contact:

Amy Serafino, CFRE
Vice President, Advancement
York County History Center
aserafino@yorkhistorycenter.org
717/848/1587 x227

The York County History Center is a 501(c)(3) nonprofit corporation under Internal Revenue Service regulations; therefore, your contribution is tax-deductible to the extent provided by law. We suggest you keep this letter for your tax records. IRS regulations require us to state that we did not provide any goods or services to you in consideration of your contribution. The official registration and financial information of York County History Center may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

Sponsor Pledge Form

Thank you for sponsoring the Fall Oyster Festival, October 18, 2026.

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor \$20,000 | <input type="checkbox"/> Liberty Libations Sponsor \$5,000 |
| <input type="checkbox"/> Kids Corral Sponsor \$15,000 | <input type="checkbox"/> Patriots' Premier Privy Sponsor \$2,500 |
| <input type="checkbox"/> Golden Plough Marketplace Sponsor \$10,000 | <input type="checkbox"/> Heritage Steward \$1,000 |

Sponsor Name: _____

Address: _____

City: _____ State: ____ ZIP: _____

Phone: _____ Cell Ofc Email: _____

The York County History Center may publicly acknowledge this sponsor as:

OR

This contribution is anonymous and will not be recognized publicly.

Contact person completing this form (if different from above)

Name: _____ Title: _____

Phone: _____ Cell Ofc Email: _____

Payment Method:

- Invoice at the address above
- Check enclosed/will be sent, payable to York Co. History Center: Memo: OFST26
- Online at www.yorkhistorycenter.org/donate. Please add 3% to offset fees.

Contact: Amy Serafino, CFRE, VP., Advancement | aserafino@yorkhistorycenter.org
717/848-1587 x227

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