



2023 SIGNATURE EVENTS

Sponsorship Opportunities

CHESTNUT HILL BUSINESS ASSOCIATION

Named one of the top seven urban enclaves in the country by Forbes.com, Chestnut Hill is one of the greenest and most vibrant communities in the US.



About the Chestnut Hill District

WELCOME TO OUR COMMUNITY

With a thriving commercial district of more than 175 businesses, some of Philadelphia's most historic real estate, and close proximity to recreational amenities in the Wissahickon, Chestnut Hill stands out as one of Philadelphia's most distinctive and desirable communities. Proclaimed "Philadelphia's Garden District" by the Mayor of Philadelphia in 1997, Chestnut Hill was also named one of the Ten Best Neighborhoods in the USA by the American Planning Association and recently voted Best Main Street Shopping by Philadelphia Magazine. Attracting regional shoppers and tourists alike, Chestnut Hill is proud to welcome 317,000 unique visitors throughout the year to enjoy the culture, arts, gardens, shopping, dining, architecture, and history that makes our community so special.

EXPLORE

As a vibrant, diverse, bustling and dynamic region, Philadelphia's Garden District is lush with culture, recreation, education, dynamic history, and entertainment.

LIVE

The neighborhood features a diverse array of housing – combining rental apartments and moderate to high-end real estate – within a community that is known for its distinctive history.

WORK

200+ retailers, restaurants, professional, and sustaining members, have helped Chestnut Hill become Philadelphia's top region for boutique shopping and dining destinations and working.



Chestnut Hill at a glance

- Trade area of 618,000
- Average household income: \$148,898
- Average home price: \$556,000
- Annual visitors: 317,000
- Annual student/visitor spending: \$27.1M
- Median resident age: 45.8

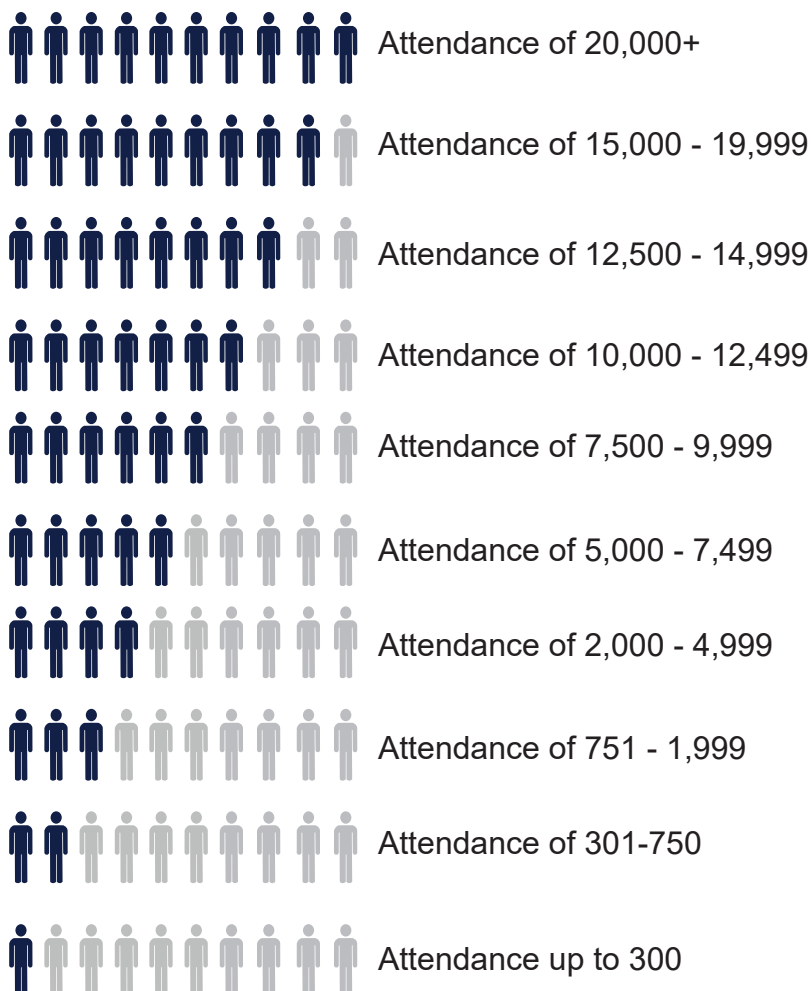
65+ YEARS DEDICATED TO SERVICE

The Chestnut Hill Business District (CHBD) is dedicated to supporting the area's businesses through economic development, retail attraction, and promoting the neighborhood as an attractive destination to live, work and visit. As a membership organization, the Chestnut Hill Business District serves as the official marketing arm for the destination and their membership base.

Event Highlights

ATTENDEES

From community-wide festivals with 20k+ visitors to our seasonal holiday gatherings, below is a wide array of sponsorship opportunities to meet your needs and keep our partnership sustainable.



SOCIAL MEDIA EXPOSURE

- 19.7K Instagram followers
- 18.9K Facebook followers
- 3.7K Twitter followers
- 19.6K Constant Contact subscribers

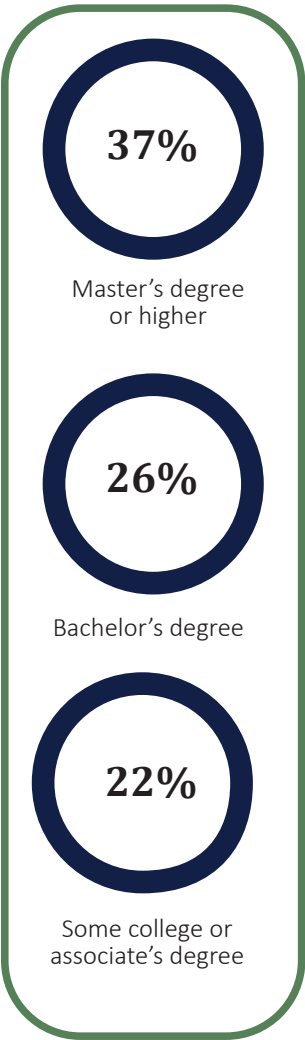
WEBSITE DATA

- 12-15K active users monthly
- 59.6% organic search users
- 85.8% are new visitors
- 14.2% are returning visitors
- 22.3% are 25-34 years old
- 21.6% are 35-44 years old
- 16.2% are 45-54 years old
- 15.3 are 55-64 years old
- 14.8% are 18-24 years old
- 23.6% are from Philadelphia

CHESTNUT HILL DEMOGRAPHICS

According to niche.com, the best phrases to describe Chestnut Hill residents are personable (75%) and respectful (25%). 56.6% of the population identifies as female and 43.4% identify as male. 27% have a household income of \$150,000 or more.

EDUCATION



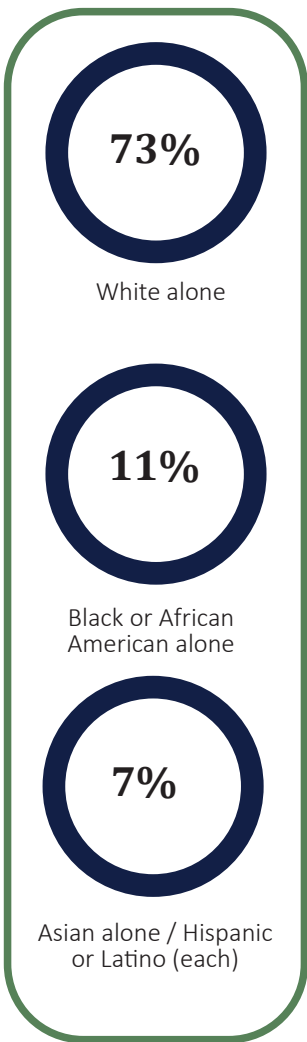
Residents are 29% highly educated, which is above the national average (13%).

AGE



51% of residents are 45 years or older. 32% of residents are between 18-44 years old.

DIVERSITY



79% of residents are white and around 20% are BIPOC.

Spring + Fall Festivals Sponsorships

MAY + SEPTEMBER

The festivals both will include over 150 home, garden, makers, and artists vend along Germantown Avenue. Each festival brings an estimated 25,000 visitors to the Avenue each festival. These benefits are for both festivals in the spring and the fall with the potential of 50,000 event day brand impressions.

- Average month prior to festival: 10.5k website visits, 3.1k website visit to the events page, 15+ tv hits, and 1.1% increase in social media followers
- Average month of festival: 16.3k website visits, 14.3k website visit to the events page, 15+ tv hits, and 2.2% increase in social media followers

BENEFITS

~~Presenting Sponsor for the Spring + Fall Festivals \$30,000~~ *Committed*

- Locked-up logo
- Hospitality lounge
- Gift certificates and parking tokens
- Dedicated e-blast to CHBA membership
- 10x10 display at event
- Verbal recognition during event
- Logo on website event page
- Logo on main sponsorship page for a year
- Logo on street banner and a-frame on the Avenue
- Logo on event poster, print ads, and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention, story, and post

Double Diamond Sponsor for the Spring + Fall Festivals \$15,000

- Hospitality lounge, gift certificates, and parking tokens
- Dedicated e-blast to CHBA membership
- 10x10 display at event
- Verbal recognition during event
- Logo on website event page and on main sponsorship page for a year
- Logo on street banner and a-frame on the Avenue
- Logo on event poster, print ads, and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention, story, and post

Diamond Sponsor for the Spring + Fall Festivals \$10,000

- Hospitality lounge
- 10x10 display at event
- Verbal recognition during event
- Logo on website event page and on main sponsorship page for a year
- Logo on street banner and a-frame on the Avenue
- Logo on event poster, print ads, and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention, story, and post

Platinum Sponsor for the Spring + Fall Festivals \$7,500

- Hospitality lounge
- 10x10 display at event
- Verbal recognition during event
- Logo on website event page and on main sponsorship page for a year
- Logo on a-frame on the Avenue
- Logo on event poster and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention and story

Home + Garden Festival

MAY

With spring in full bloom, Chestnut Hill proudly celebrates its identity as Philadelphia's Garden District. Historic Germantown Avenue changes into an outdoor marketplace as the street and shops come alive with home and garden vendors, artists and crafters, and al fresco dining served up by the restaurants of Chestnut Hill. Live entertainment, demonstrations, games, giveaways, and children's activities round out the festivities.

The festival will include over 150 home, garden, crafters, makers, and artists vend along Germantown Avenue from Rex Avenue to Willow Grove Avenue.

ATTRACTIONS

- Maker's Village
- Sustainability Hub
- Live music
- Stagecrafter Theater events
- Shopping and outdoor dining
- Family Fun Fest
- Chestnut Hill eateries
- Shop specials
- Photo booth
- Live demonstrations

BENEFITS

Gold \$5,000

- 10x10 display at event
- Verbal recognition during event
- Logo on website event page
- Logo on main sponsorship page for a year
- Logo on street banner and a-frame on the Avenue
- Logo on event poster, print ads, and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention, story, and post

REGIONAL AUDIENCE
20,000+



Silver \$3,500

- 10x10 display at event
- Logo on website event page
- Logo on main sponsorship page for a year
- Logo on a-frame on the Avenue
- Logo on event poster and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
- Social media mention and story

Bronze \$2,500

- 10x10 display at event
- Logo on website event page
- Logo on a-frame on the Avenue
- Logo on event poster and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Social media mention

Copper \$1,500

- 10x10 display at event
- Logo on website event page
- Logo recognition general e-blast to membership and 16k+ subscribers
- Social media mention

Fall for the Arts Festival

SEPTEMBER

From Woodmere Art Museum and local art galleries to historic architecture and antique shops, Chestnut Hill is alive with the arts. Fall for the Arts is an annual tradition eagerly anticipated by the more than 25,000 people who attend each year. Over 150 talented artists and crafters exhibit their works for sale at this event, including live music, festival foods, and children's activities. Makers Village adds an extra, exciting element of craftsmanship to the festival, celebrating both the beauty of a finished piece of art as well as the act of making it. Kids and adults are encouraged to try their hand at blacksmithing, lamp work, woodturning, glass blowing, puppetry, and silversmithing.

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REGIONAL AUDIENCE
20,000+



BENEFITS

Gold \$5,000

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- Verbal recognition during event
- Logo on website event page
- Logo on main sponsorship page for a year
- Logo on street banner and a-frame on the Avenue
- Logo on event poster, print ads, and print collateral
- Logo recognition general e-blast to membership and 16k+ subscribers
- Name and link in text on e-blast to membership and 16k+ subscribers
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- Social media mention

Copper \$1,500

- 10x10 display at event
- Logo on website event page
- Logo recognition general e-blast to membership and 16k+ subscribers
- Social media mention



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