

Defense Distribution Center, Susquehanna  
New Cumberland, PA

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# SUMMERFEST

JULY 2, 2026

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250th Anniversary Celebration

**FAMILY**

**MORALE**

**WELFARE &**

**RECREATION**





# EVENT OVERVIEW

## **Celebrate America's 250th with a Landmark Partnership!**

This summer, America celebrates 250 years of independence—and your brand can be part of history. Family & MWR Susquehanna is proud to align our signature Summerfest event with this once-in-a-lifetime national milestone, creating an extraordinary sponsorship opportunity that connects your organization with patriotism, community, and service.

Since 2015, Summerfest has grown into the premier community celebration for military families in our region, drawing over 2,500 attendees, including active-duty personnel, Guard and Reserve members, veterans, DoW civilian employees, and their families. On July 2, 2026, this beloved tradition becomes a historic commemoration—offering sponsors unprecedented visibility at an event where patriotism, gratitude, and national pride take center stage.

Event Date: July 2, 2026

Event Location: DLA Susquehanna, 2001 Mission Dr. New Cumberland PA, 17070

Event Timing: 6:00 p.m. to 9:00 p.m. with fireworks at 9:15 p.m.

## **Why Partner with Summerfest 2026?**

- **Reach a Premium Audience:** Connect with 2,500+ service members, veterans, and military families—consumers who value integrity and demonstrate exceptional brand loyalty.
- **Amplify Your Brand:** Gain prominent visibility through event signage, promotional materials, social media campaigns, and direct engagement opportunities.
- **Demonstrate Corporate Values:** Align your organization with service, sacrifice, and patriotism during America's semi quincentennial celebration.
- **Create Lasting Impact:** Your sponsorship directly supports programming that strengthens military families and honors those who serve.
- **Stand Out from Competitors:** Associate your brand with a historic, once-in-a-generation national milestone.

## **Sponsorship Opportunities Available Now!**

Don't miss this chance to be part of something bigger. As a 2026 Summerfest sponsor, you'll invest in your community while gaining meaningful brand exposure at an event that celebrates American values and honors military service.

Customizable sponsorship packages are available to fit your marketing goals and budget. Contact us today to secure your partnership and join us in creating an unforgettable celebration of America's 250th anniversary. Let's make history together!

# SPONSORSHIP LEVELS

|  |                 |  |
|--|-----------------|--|
| <b>FIREWORKS</b><br><b>*BRAND EXCLUSIVITY*</b><br>(Includes all benefits from lower tiers) | <b>\$15,000</b> | <ul style="list-style-type: none"> <li>• BRAND EXCLUSIVITY</li> <li>• Commemorative Guide: full page sponsor advertisement on back</li> <li>• Opportunity to provide branded giveaway (e.g., small flags, glow sticks) to be distributed to attendees before the show, further enhancing brand visibility and goodwill. (Item production costs are separate).</li> <li>• Stage Banner: company logo<br/>TOP: (1) 21'5" L x 3' W<br/>SIDES: (2) 15' L x 3' W</li> </ul>   |
| <b>AMERICA</b><br>(Includes all benefits from lower tiers)                                 | <b>\$4,000</b>  | <ul style="list-style-type: none"> <li>• Title Sponsor</li> <li>• Public Announcement: verbal recognition at event via public "thank you to our sponsors" announcement.</li> <li>• Commemorative Guide Ad: 2"L x 2" W on the cover.</li> <li>• Prize Drawing: Opportunity to present one (1) large prize or giveaway via public announcement with "thank you" (Sponsor must provide prize).</li> <li>• Outdoor Banner: 8'x4' displayed in high-traffic location 30 days before event. (sponsor provides banner)</li> </ul>                 |
| <b>FREEDOM</b><br>(Includes all benefits from lower tiers)                                 | <b>\$2,000</b>  | <ul style="list-style-type: none"> <li>• Web Banners: ROS 728x90 and 300x250 web banners on <a href="http://defensemwr.com/Susquehanna">defensemwr.com/Susquehanna</a> for 2 months before event.</li> <li>• Facebook Posts: 4 promoted posts on FMWR Susquehanna FB page</li> <li>• Digital Display: 16:9 digital ad on Live Marketing TV's for 2 months before event.</li> </ul>   |
| <b>LIBERTY</b>   | <b>\$750</b>    | <ul style="list-style-type: none"> <li>• Scavenger Hunt Participant: participants visit each booth then entered to win a price.</li> <li>• After Event Thank You: Logo on "Thank You Sponsors" graphic displayed on website and social media.</li> <li>• Premium booth space (must provide own 10x10 tent) in a high- traffic central location. (1 Table and 4 chairs will be provided)</li> <li>• Meet &amp; Greet: special introductory meet and greet with community and DLA leadership and community members in attendance.</li> </ul> |

# AL-A-CARTE SPONSORSHIP OPPORTUNITIES LEVELS



|                     |         |  |
|---------------------|---------|--|
| KID ZONE<br>SPONSOR | \$2,000 | <ul style="list-style-type: none"><li>• The area will be officially named the "Kid's Zone Presented by [Your Brand]" on all event maps, signage, and announcements.</li><li>• You will have the opportunity to set up a branded booth within the Kid's Zone to directly interact with parents and children. This is a perfect space for giveaways, contests, or family-friendly activities that showcase your brand's personality.</li><li>• Your brand will be specifically mentioned in all promotional materials targeting families, including social media posts that highlight the Kid's Zone attractions</li></ul>   |
| VETERAN'S<br>CORNER | \$2,000 | <ul style="list-style-type: none"><li>• Sponsor a dedicated hospitality tent for veterans and retirees, with branding at the entrance and inside the tent. The area will be officially recognized as the "Veteran's Corner, Proudly Supported by [Your Brand]".</li><li>• This sponsorship includes the opportunity to have representatives at the entrance of the tent to personally welcome veterans, thank them for their service, and share information about your company's support for the veteran community.</li><li>• By providing a quiet and comfortable retreat for veterans, your brand will be associated with respect, honor, and genuine appreciation for their sacrifices. This builds a level of trust and loyalty that traditional advertising cannot achieve.</li><li>• Special verbal acknowledgments of your sponsorship will be made during the event's opening and closing remarks, highlighting your company's commitment to honoring our nation's heroes.</li></ul> |
| STARS &<br>STRIPES  | \$250   | <ul style="list-style-type: none"><li>• 2"X2" Ad space on commemorative guide</li><li>• Company Logo: placed on after event "Thank You" to our Sponsor" graphic</li></ul>  |



| Sponsorship Packages                      |                       |         |         |         |
|---|-----------------------|---------|---------|---------|
| Sponsor Packages                          | Fireworks Exclusivity | America | Freedom | Liberty |
| Brand Exclusivity                         | X                     |         |         |         |
| Commemorative Guide Ad                    | X                     | X       |         |         |
| Stage Banner Ad                           | X                     |         |         |         |
| Title Sponsor                             |                       | X       |         |         |
| Public Announcement                       | X                     | X       |         |         |
| Prize Drawing                             | X                     | X       |         |         |
| Outdoor Banner                            | X                     | X       |         |         |
| Web Banner Ad                             | X                     | X       | X       |         |
| Facebook Post (4)                         | X                     | X       | X       |         |
| Digital Marquee Display                   | X                     | X       | X       |         |
| Scavenger Hunt Participation              | X                     | X       | X       | X       |
| “Thank You” after event Graphic           | X                     | X       | X       | X       |
| Booth Space (provide your own 10x10 tent) | X                     | X       | X       | X       |
| Meet & Greet                              | X                     | X       | X       | X       |
| 1 Table and 4 Chairs Provided             | X                     | X       | X       | X       |
| COST:                                     | \$15,000              | \$4,000 | \$2,000 | \$750   |

# HOW TO BECOME A SPONSOR



Contact:

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**Visit our Website:**

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# THANK YOU

