

2025

EVENT &
PROGRAM
SPONSORSHIP



Vibrant. Creative. Fun.
Community-Centered.
Transforming lives through unique interactions with art.



Contact:

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Why Sponsor?

- Brand Visibility & Recognition
- Community Engagement
& Corporate Social Responsibility
- Networking Opportunities
- Employee Engagement & Benefits
- Downtown Revitalization
- Workforce Development



What to expect...

A CHANCE TO GET CREATIVE!

Signature & Community Events allow for people of all skill levels to engage in an artistic project through our walk up and pre-registerable activities provided in a range of prices (\$10-\$50). More than just a festival, events at GoggleWorks help everyone explore a new horizon, with free admission.

GREAT FOOD & LIVE ENTERTAINMENT!

We strive to partner with local restaurants and musicians to provide high quality and familiar fares and experiences. Notable partners include: City of Reading, Great American Creamery, Saucony Creek Brewery, Dundore & Heister, Pagoda City Brewing, Smothered Sensations, and others.

OPPORTUNITIES TO LEARN SOMETHING NEW!

We are fortunate to provide so many unique and interesting art forms and our mission, at its core, is to share them with our community. We are able to produce more approachable introductions to art through Signature & Community Events.

SIGNATURE COMMUNITY EVENTS



Iron Pour Festival

**April 26, 2025
3pm-9pm**

Established in 2017, the mission of this event is to provide a dynamic, spectacular platform for artists and community members to explore the rich traditions of metalworking, as well as highlight and celebrate the artistic element, detailed craftsmanship, and unique beauty required to make in the medium of metal. It's an opportunity for sponsors to appeal to a wide range of audiences from art enthusiasts to families.



PrintFest

**June 29, 2025
11am-4pm**

Established in 2025, the mission of PrintFest is to celebrate the art of printmaking through hands-on activities, artist demonstrations, and a thrilling steamroller printing spectacle. By bringing together artists, makers, and the community, we inspire creativity, collaboration, and appreciation for this dynamic medium.



Pumpkin Palooza

**October 12, 2025
11am-3pm**

Established in 2014, the mission of this event is to provide a unique interactive experience for community members using a multi-faceted approach to the arts, but focusing mainly on glass. This event would offer sponsors an opportunity to engage with the community in a family-friendly atmosphere, showcasing their brand during a festive and well-attended seasonal event.



Handcrafted Holiday Market

December 5, 2025 5pm-8:30pm & December 6, 2025 10am-4pm

Established in 2022, the mission of this event is to showcase and support local artisans by providing a vibrant marketplace for their goods while creating a joyful community gathering through holiday-themed activities. This event represents a chance to be part of a vibrant community gathering that attracts a diverse group of art collectors, holiday shoppers and families enjoying the festive atmosphere.

ART PARK & OUTDOOR EVENTS



Soil & Stage

**Every 2nd Thursday
April - September
6:30pm-8:30pm**

Established in 2024 and held in the GoggleWorks' Gardens at Lauer's Park, the mission of these events is to showcase local artists through an open mic night with comedy, poetry, musical, dance or other creative performances. These events offer a safe and open place for creativity and expression.



Reading Roots Market

**Every 3rd Friday
May - August
5:00pm-8:00pm**

Established in 2024, Reading Roots Market is a new night market in the City of Reading built collaboratively between GoggleWorks Center for the Arts, local community entities & The Food Trust. The Reading Roots Market is a vibrant night market celebrating community, art, and diverse cultures while promoting food access and uplifting local talents.



Coming Soon!

Summer 2025

Upon the completion of the new Thorn Alley, GoggleWorks will be hosting live comedy acts and musical performances in an outdoor setting. Also coming will be a "walk-in film series" all held outdoors and for all ages.



events are...

- Free to the public offering free & paid experiences onsite
- Family friendly with many children's activities ranging in level for all ages
- A unique experience you can't find anywhere else
- Attracting 500+ attendees for each event
- Reaching new audiences through our stellar social media presence
- Always growing to reach new audiences! Did you know we are building an Art Park?!



Community-minded companies who support a vibrant event and build brand reputation and visibility while championing for free admission to GoggleWorks Center for the Arts.

Friend of the Arts \$3,500

Includes the following benefits for any
ONE Signature Event:

Logo featured in the event digital program or booklet

1,000 impressions

Logo & link on event website link

2,500 impressions

Name placement on Facebook event page

50,000-75,000 impressions

Logo placement on postcards, flyers, & printed materials

5,000 mailed locally

29,000+ elevator impressions monthly

Sponsor recognition in press release

200 press contacts; target reach 50,000

On-site signage at event

2,000 impressions per event

On-stage mention at event

200 impressions per event

Promotional table at event with representative on-site

Champion for Creativity \$6,500

Includes the following benefits for any
TWO Signature Events:

CHOOSE EVENT/S:

Iron Pour Festival

Print Fest

Pumpkin Palooza

Handcrafted Holiday Market

Soil & Stage

Reading Roots Market





Community Catalyst \$10,000

“Philanthroship” partners who want to activate downtown, build brand visibility, and show their support for the community.

Includes all Signature Community Event Sponsor benefits of our three (3) Signature Events or any other three (3) combined events, plus additional benefits:

- Sponsor recognition in press release
 - *200 press contacts; target reach 50,000*
- GoggleWorks produced video clip on Social Media stories with your own representative to tell your story
 - *50,000-75,000 impressions*
- Personal guided tour of the GoggleWorks campus & new Art Park for up to 10 people
 - *Must be scheduled in advance*
- 10 free movie tickets to Boscov Film Theater
 - *Must be reserved/scheduled in advance*
- Reserved parking for one car at any time at selected events
- Opportunity to welcome guests to the event
 - *Promotional table at event with on-site representative*

CHOOSE TWO:

Iron Pour Festival
Print Fest
Pumpkin Palooza
Handcrafted Holiday Market
Soil & Stage
Reading Roots Market





Downtown Visionary

\$20,000

Change-making companies determined to be a leader in the transformation of downtown, advancing market, networking, and culture-building opportunities for their company.

Includes all Signature Community Event Sponsor benefits of any five (5) combined events, plus Community Catalyst benefits, as well as these additional benefits:

- Private team-building workshop for up to 10 in your choice of studio
 - *Wood, Ceramics, Hot Glass, Warm Glass*
- Personal guided tour of the GoggleWorks campus & new Art Park for up to 10 people
 - *Must be scheduled in advance*
- 20 free movie tickets to Boscov Film Theater
 - *Must be reserved/scheduled in advance*
- Invitation for you & a guest to any private event or reception held in conjunction with the event
- Opportunity to welcome guests to the event
 - *Promotional table at event with on-site representative*

CHOOSE FIVE:

Iron Pour Festival
Print Fest
Pumpkin Palooza
Handcrafted Holiday Market
Soil & Stage
Reading Roots Market





Boscov Theater Sponsorships

Join our growing community of film lovers & celebrate the art of cinema! Our beautiful & intimate 125 seat theater hosts regular movie screenings 7 days a week along with occasional film premieres, special events, film festivals, live performances, & more!

DIRECTOR FEST SPONSOR



REACH

500 avg. monthly film viewers

22,000 email viewers

50k-75k social media impressions

\$500 per Director Fest Series (2 sponsors per Series)

- 3-4 films per Director Fest Series
- 2 tickets per film with VIP Package
- Logo/name listed as sponsor of Series in trailer playing before all films during month of Series
- Sponsor name on Facebook event page
- Logo/name listed on ticket purchase page on website
- Logo/name listed in Series release email

AWARD WATCH PARTY SPONSOR

\$500 per Award Watch Party (unlimited sponsors)

- 1 per year in March
- Logo/name listed as sponsor of Party in trailer playing before all films during month of Party
- Sponsor name on Facebook event page
- Logo/name listed on RSVP page on website
- Logo/name listed in Award Watch Party email



GoggleWorks Reach & Audience

225,000 annual visitors (2024)



REACH

185.2k (+201%)

INTERACTIONS

3.3k (+136%)

TOTAL FOLLOWERS

17,200



REACH

44.1k (+363%)

INTERACTIONS

5.3k (new)

TOTAL FOLLOWERS

9,175



REACH

22,900 emails

AVG. OPEN RATE

26%



REACH

44.1k (+363%)

INTERACTIONS

5.3k (new)

TOTAL FOLLOWERS

9,175

TAX CREDITS

Did you know?



Educational Improvement Tax Credit Program (EITC)

Tax credits equal to 75 percent of its contribution up to a maximum of \$750,000 per taxable year. Can be increased to 90 percent of the contribution, if business agrees to provide same amount for two consecutive tax years.

Neighborhood Assistance Program (NAP)

Tax credit program to encourage businesses to invest in projects which improve distressed areas. Tax credits range from 65% - 95% for Neighborhood Assistance Projects (NAP), Special Program Projects (SPP), and Neighborhood Partnership Programs (NPP).

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**GoggleWorks
Center for the Arts**

Celebrating 20 Years of Creativity