



News Release

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City & HH Regional Visitors Bureau announce sponsorship and city marketing agreement

HARRISBURG, PA (Nov. 23, 2015) – Harrisburg Mayor Eric Papenfuse and the President & CEO of the Hershey Harrisburg Regional Visitors Bureau Mary Smith today announced details of a City Events Marketing and Sponsorship agreement between the two organizations.

The four-year agreement worth \$620,000 to the city includes naming the Hershey Harrisburg Regional Visitors Bureau (HHRVB) as the title sponsor for the city’s four annual signature events and additional funding to help the city market the events.

HHRVB will make an annual commitment of \$95,000 for the next four years to retain title sponsorship of the city’s top events that include: *4th of July in Harrisburg*, *Kipona* in September, the *Holiday Parade* in November, and *New Year’s Eve* in December. This will be a cash sponsorship paid to the city by the HHRVB.

In addition to the cash contribution, HHRVB has committed an additional \$60,000 annually from the bureau’s City Tourism Marketing Committee budget for advertising to promote the city’s signature events. In the agreement this portion of the financial contribution will not go directly to the city, but instead be invested on the city’s behalf by the bureau’s City Marketing Committee. As part of the deal announced today, the city will have two seats on HHRVB’s City’s Tourism Marketing Committee.

Both organizations reported this agreement as a win. The Mayor was asking for financial assistance for the city’s events programs which the bureau has answered with sponsorship and the in-kind commitment of advertising. In turn, HHRVB reports the sponsorship agreement will help to raise the local awareness of their organization and increase their level of involvement within the region which were two goals outlined in the bureau’s recently completed long-range strategic plan.

Today’s announcement ends 16-months of negotiations between the two organizations on how to use the portion of the Dauphin County Hotel Tax identified by state law for HHRVB to Market Tourism in the City of Harrisburg. The agreement will utilize a portion of those funds to promote the city’s largest events while allowing the City Tourism Marketing Committee to continue with a Tourism Branding Campaign that launched October 17, 2015.

BREAKDOWN:

| AMOUNT | PURPOSE | SOURCE OF FUNDS |
|------------------|--|----------------------------------|
| \$ 95,000/yr. | Sponsorship from HHRVB to City of Harrisburg to support 4 Annual Signature Events | HHRVB |
| \$ 60,000/yr. | Marketing Funds dedicated to promoting/advertising City’s 4 Annual Signature Events | City Tourism Marketing Committee |
| \$155,000 | Total annual contribution for the four-year City of Harrisburg Tourism Funding agreement between HHRVB & City of Harrisburg beginning January 1, 2016. | |

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ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania’s Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to VisitHersheyHarrisburg.org or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.