

The background of the cover is a photograph of two people in silhouette, seen from behind, with their arms raised in a celebratory gesture. They are standing on a balcony or terrace, looking out over a city at night. The city lights are visible in the distance, and a bright light source, possibly a stage light or a full moon, is visible in the sky. The overall color palette is dominated by purple and blue tones, with some yellow and white highlights from the city lights and the text.

# ARTSQ<sup>TM</sup>UEST

imagine that

**2019**  
**Festivals & Events**





## Musikfest

The nation's largest FREE-admission music festival, Musikfest showcases 500-plus performances on 16 stages over 10 days every summer. This dynamic festival boasts one of the nation's most diverse performer lineups, with nearly every musical style imaginable. Genres include rock, country, blues, jazz, world, Latin, folk, classical, polka and bluegrass, complemented by loveable street performers, amazing artisans and more than 60 food vendors highlighting a wide variety of cuisine from around the world.

**Dates:** August 2-11

**2018 Attendance:** 955,000

**Demographics:** Average age is 35;

46% male and 54% female

**2018 Headliners:** Dierks Bentley, Styx, Jason Mraz, Jim Gaffigan, Daughtry, Kesha, and more!

### Sponsorship Opportunities include:

- Ticketed Sands Steel Stage concerts
- The popular Oasis at the Sands Steel Stage
- Steel Terraces at Sands Steel Stage (VIP area)
- Sponsorship of a Musikfest "Platz"
- 30,000 + coupons in the Musikfest Mug

- Sponsorship of a Musikfest free stage
- On-site activation
- Program Book (50,000 copies)
- Signage
- Musikfest Street Team
- Contesting



## Your Brand + Your Audience

Your customers are at Musikfest  
and waiting to be engaged



AUGUST 2-11

BETHLEHEM  
PA

60 miles north of Philadelphia,  
80 miles southwest of New York City  
70 miles east of Harrisburg

54%  
FEMALE

46%  
MALE

63%

ABOVE HOUSEHOLD  
INCOME OF \$75,000

1.2  
MILLION  
2017 ATTENDANCE

955,000  
2018 ATTENDANCE

75%  
PLUS

Patrons 25 years +  
have attended  
and/or graduated  
from college

35

AVERAGE  
AGE





## The Musikfest Café presented Yuengling

The Musikfest Café presented by Yuengling is a dynamic concert venue featuring an awe-inspiring view of the former Bethlehem Steel Blast Furnaces. Located on the third floor of the ArtsQuest Center at SteelStacks, this venue features live music year-round, with past performers including Steve Miller, David Crosby, Tracy Morgan, Graham Nash, Little River Band and more. The venue offers a variety of seating arrangements and spectacular food and beverage service; it's also available for private event rentals throughout the year.

**Dates:** Year-round **2018 Attendance:** 36,700

**Demographics:** Ages 25–64; patrons come from a 60-mile radius; varies by show

## Three Kings Celebration

This event celebrates El Día de los Reyes (Three Kings Day), a cherished religious and cultural tradition of many Latin American countries, in which children receive gifts from Los Tres Reyes Magos (the Three Kings).

**Date:** January 6

**2018 Attendance:** 1,000 - RECORD!

**Demographics:** Ages 25–64; Latinos, Families



## Red Carpet Party

Cinephiles gather to watch the Academy Awards on the silver screen at the Frank Banko Alehouse Cinemas in this fun-filled evening honoring Hollywood's best.

**Date:** February 24

**2018 Attendance:** 200

**Demographics:** Ages 25–54; skews female



## souper BOWLx

Sample the most delicious and creative soups presented by 20 plus restaurants and eateries in an effort to win the title of Souper Bowl Champion. Attendees can taste each soup before voting in six different categories.

**Date:** January 26

**2018 Attendance:** 400 - SOLD OUT!

**Demographics:** Ages 30–64; Couples



## SteelStacks Improv Comedy Festival

More than 50 improv groups from around the country perform in this annual comedy marathon.

**Dates:** January 25–27

**2018 Attendance:** 450

**Demographics:** Ages 21–44; skews male 70%





## SteelStacks High School Jazz Competition presented by King, Spry, Herman, Freund & Faul

The region's best high school jazz bands go head to head as they compete for the opportunity to open for the nationally touring acts headlining RiverJazz. The 2015 winner from North Penn High School was invited to perform at the prestigious New Orleans Jazz and Heritage Festival in 2016.

**Date:** Beginning February 10; Finals-March 17

**2018 Attendance:** 1,000+

**Demographics:** Families, Students, Educators



## Cars & Coffee Lehigh Valley presented by Chevy 21

One Sunday a month, thousands of car enthusiasts gather at the SteelStacks to show off their prized automobiles. Each month features a themed, curated area.

**Dates:** April-September

**2018 Attendance:** 25,000+

**Demographics:** Ages 21-45; 70% male; Auto Enthusiasts

## Derby Viewing Party



Gather on the Levitt lawn to sip mint juleps, enjoy live music and watch the world's biggest horse race live on the giant screen. Come dressed in your best derby attire. Awards will be given for fanciest hat, sharpest couple and more.

**Date:** May 4

**2018 Attendance:** 400

**Demographics:** Ages 35-64; 55% male and 45% female



## SouthSide Arts & Music Festival presented by Capital BlueCross

It's two days packed with visual arts experiences, live music and family programming, all designed to encourage guests to visit South Bethlehem's shops, restaurants and arts venues. This festival, which takes place at the Banana Factory and throughout the SouthSide, includes both free and ticketed elements. One of the highlights is the dynamic public art component that draws people from near and far. Over the past two years, guests have been enamored by public art initiatives like the Dripped on the Road Mural on Third Street and the popular RedBall Project in 2018.

**Dates:** May 3-4

**2018 Attendance:** 2,250

**Demographics:** Ages

21-64







## Levitt Pavilion presented by Coordinated Health

Celebrating eight great summers in the Lehigh Valley, the Levitt Pavilion features a sensational lineup of artists performing the best in rock, blues, R&B, country, Celtic and Latin music. From May through September 2018, more than 77,000 people enjoyed 50 free concerts as part of the annual Summer Concert Series. Artists who have performed in recent summers include The Smithereens, Orleans, Fabulous Thunderbirds, The Drifters, Ambrosia, Black Violin, Walker Hayes, and The Blind Boys of Alabama.

**Dates:** May–September

**2018 Attendance:** 77,000

**Demographics:** Ages 35–64; varies by show



## Yuengling Summer Concert Series

Every summer international touring artists take the stage at the Levitt Pavilion SteelStacks for concerts under the stars. Past performers include Barenaked Ladies, The Avett Brothers, Old Dominion, CAKE, Modest Mouse, Brothers Osborne, and Third Eye Blind.

**Dates:** May–September

**2018 Attendance:** 9,300

**Demographics:** Ages 21–54; varies by show

## Memorial Day Celebration presented by Embassy Bank

This patriotic celebration honors those who have served or are currently serving our nation. The celebration features "Our Hometown Heroes," a photo display featuring more than 1,000 images of local heroes across the SteelStacks campus.

**Dates:** May 26–28

**2018 Attendance:** 5,400

**Demographics:** Families



## Step Outdoors Lehigh Valley

From hiking and archery to birding and biking, this family-focused event features activities and presentations on conservation, wildlife and outdoor recreation by more than 25 different local nonprofits. Plus, don't miss the DockDogs canine diving competition!

**Dates:** June 2–3

**2018 Attendance:** 2,000

**Demographics:** Families; skews male





## Lehigh Valley Soccerfest

The Women's World Cup is back and so is the U.S.! Don't miss a minute of the action from France as ArtsQuest airs all of the U.S. Women's National Team games on the giant outdoor LED screen at SteelStacks. As part of this official viewing party for soccer's biggest stage, you'll enjoy a month-long celebration of the World's Game complete with kids' soccer activities, concerts, culinary surprises and more!

**Dates:** June 7–July 7

**2015 Attendance:** 25,000+

**Demographics:** Ages 18–54; M/F; Soccer Families



## SteelStacks Grand Prix

Rev up your engines as Lehigh Valley Grand Prix and ArtsQuest presents a high-octane race through the streets of Bethlehem's old steel mill. Jump in our high-speed go karts and show off your driving prowess on a one-of-a-kind course designed exclusively for the race by Lehigh Valley Grand Prix.

**Dates:** June 14–16

**Participants:** 34 Corporate Teams; 450+ Patrons

**Demographics:** Ages 18–64; 65% male; Racing Enthusiasts



## Sabor Latin Festival

Experience three days of sizzling music, food and fun celebrating the region's Latino culture. The festival includes free concerts, arts and crafts, children's activities, Latin dance presentations and a Mariachi Mass.

**Dates:** June 21–23

**2018 Attendance:** 14,000

**Demographics:** Ages 25–64; Families



## 4th of July Celebration presented by Embassy Bank

Fireworks, family activities and an annual free performance from the Allentown Band highlight the Independence Day celebration at SteelStacks.

**Date:** July 4

**2018 Attendance:** 5,000

**Demographics:** Families



## Blast Furnace Blues

Each year, SteelStacks welcomes some of the finest contemporary and traditional blues artists from around the nation for two scorchin' days of music. Headliners have included The Fabulous Thunderbirds, GRAMMY winner Bobby Rush and Walter "Wolfman" Washington. There are free shows on the Highmark Blue Shield Community Stage, as well as free headlining concerts by nationally touring blues acts on the Levitt Pavilion SteelStacks both evenings. Other highlights include a "Bourbon & Barbeque Tasting". A night of unlimited samplings of smoky beef brisket and bourbon along with enjoying the sweet sounds of blues at SteelStacks.

**Dates:** June 28–29

**2018 Attendance:** 2,000

**Demographics:** Ages 35–64; 65% male and 35% female







**SangriaFest**

It's a taste of summer as this event returns for 2019. At SangriaFest, guests sample a variety of refreshing Sangrias while enjoying live music and more.

**Date:** July 13

**2018 Attendance:** 2,300

**Demographics:** Ages 21-54; 60% female, 40% male



## SouthSide Swing

Swing music and dance take over SteelStacks, as world-renowned swing and jazz artists take the stage and professional swing dancers conduct free classes on the dance floor set up on the Levitt Pavilion lawn.

**Dates:** July 18-20

**2018 Attendance:** 2,500

**Demographics:** Ages 21-54; varies by show



## Musikfest Golf Tournament

Musikfest's 7th Annual Golf Tournament benefits ArtsQuest's music, arts and education programming for the community, which includes the 500 free concerts the nonprofit presents annually at Musikfest. Corporate Partners and Individual teams will team up at the Bethlehem Municipal Golf Club for a day of networking, golf and fun.

**Date:** July 8

**2018 Attendance:** 34 Corporate Teams

**SOLD OUT in 2018!**



## PA S.T.E.A.M. Punk Fest

STEAM-based education meets Steampunk when SteelStacks hosts the inaugural PA S.T.E.A.M. Fest. The free festival, presented by WeDiscoverGeeks and IMAGINE Event Concepts, will feature science, engineering and technology-based attractions; maker programs and activities; video game workshops; cosplay and more, all based around a Steampunk theme.

**Date:** August 31

**Demographics:** Ages 18-35; male and female



## Patriot Day presented by Embassy Bank

This special event celebrates our nation's first responders, law enforcement agencies, firefighters, military and emergency medical personal. Highlighting the evening is the Our Hometown Heroes banner display featuring images of local first responders.

**Date:** September 11

**2018 Attendance:** 500+

**Demographics:** Ages 35-64; Families

## ArtsQuest 'Step Outdoors' Sporting Clays Shoot

Take aim at a round of clay birds at Lehigh Valley Sporting Clays while helping to raise funds for ArtsQuest's Step Outdoors Festival and free programming for young people.

**Date:** September 6

**2018 Attendance:** 12 Corporate Teams







## Glass Blast

It's fall's hottest party – a benefit for the ArtsQuest Glass Studio at the Banana Factory. Guests get to keep their choice of the most righteous, hand-blown glass drinking vessels as we celebrate all things hot glass!

**Date:** September 27

**2018 Attendance:** 270

**Demographics:** Ages 35–64; Glass Enthusiasts; Affluent Audience



## Oktoberfest

Celebrate the arrival of autumn with this fun-filled Oktoberfest, which offers a unique Pennsylvania twist to traditional Oktoberfest celebrations! Each year, this free festival welcomes people from near and far to enjoy attractions like dachshund races, delicious German cuisine, live music and plenty of family fun. Other highlights include the Brewers Village.

**Dates:** October 4–6 and 11–13

**2018 Attendance:** 31,500 - RECORD!

**Demographics:** Ages 21–64; skews male



## Oktoberfest 5K

It's a 5K that rewards its participants with a commemorative stein of beer at the end of the race! This is quickly becoming a beloved fall tradition!

**Date:** October 6

**2018 Attendance:** 3,000

**Demographics:** Ages 21–64;

Casual/Competitive Runners



## The Linny Awards

The Linny Awards honor the region's vibrant arts community! For more than a quarter-century, Marlene "Linny" Fowler of Bethlehem worked tirelessly to elevate the Lehigh Valley's arts organization and artists. Now, the region has the opportunity to celebrate this flourishing arts community and honor Fowler's memory by taking a part in the Linny Awards, the multi-discipline arts awards program focused on the greater Lehigh Valley's artists, innovators, and art leaders

**Date:** November 14

**2018 Attendance:** 220



## InVision Photo Festival

This three-day celebration of all things photography features lectures by renowned photographers, workshops, demonstrations and more!

**Dates:** November 1–3

**2018 Attendance:** 2,000

**Demographics:** Ages 25–64; male and female; Photo Enthusiasts



## Veteran's Day presented by Embassy Bank

Join us as we honor our region's veterans and hear first-hand accounts of their experiences while protecting and serving our nation.

**Date:** November 11

**2018 Attendance:** 300

**Demographics:** Ages 35–64; Families





## Christkindlmarkt Bethlehem

This spectacular holiday event, which featured a record attendance in 2017, has twice been named one of the best holiday markets in the US by Travel + Leisure, as well as one of the top holiday marketing in the world by Conde Nast Traveler and USA Today. The event now features more than 165 artisans and vendors showcasing aisles of handmade works and holiday collectibles as well as live Christmas music, delicious food, ice carving and glassblowing demonstrations and an authentic German St. Nicholas.

**Dates:** November 22–24, November 29–December 1

**December 5–8, 12–15 and 19–22**

**2018 Attendance:** 92,297+ RECORD!

**Demographics:** Ages 35–64; 70% female



## PEEPSFEST®

The sweetest, family-friendly New Year's celebration ever! It's two days of FREE kids activities and sweet treats capped off with fireworks and the PEEPS® Chick Drop.

**Dates:** December 30–31

**2018 Attendance:** 11,000

**Presenting sponsor:** Just Born Quality Confections

**Demographics:** Families; Ages 25–44; Grandparents 55+



## PEEPSFEST® 5K

Run, jog or walk your way into the New Year with the PEEPSFEST® 5K! Prizes awarded to the overall winners and in each age category.

**Date:** December 31

**2018 Attendance:** 500

**Demographics:** Ages 21–64;

Casual/Competitive Runners



## For all "Philanthroship" opportunities and sponsorship needs:

### Nicole Dotta

Senior Director of Business Development

[ndotta@artsquest.org](mailto:ndotta@artsquest.org)

610-332-1334

### Nicholas Michael

Business Development Manager

[nmichael@artsquest.org](mailto:nmichael@artsquest.org)

610-332-1339

### Chris Kobela

Business Development Manager

[ckobela@artsquest.org](mailto:ckobela@artsquest.org)

610-332-1357

**ARTSQUEST**  
imagine that

ArtsQuest is a Bethlehem-based nonprofit dedicated to presenting music, arts, festivals, cultural experiences and educational and outreach programs that aid in economic development, urban revitalization and community enrichment. Through festivals such as its flagship event, Musikfest; the Banana Factory Arts Center; and the ArtsQuest Center and SteelStacks arts and cultural campus, ArtsQuest's programming reaches more than 1.8 million people annually.