ARTSQUEST™
imagine that

2023
Festivals & Events
Musikfest

The nation’s largest FREE-admission music festival, Musikfest showcases 500-plus performances on 17 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.

Sponsorship Opportunities include:
- Ticketed Wind Creek Steel Stage concerts
- Steel Terraces at Wind Creek Steel Stage (VIP area)
- Sponsorship of a Musikfest “Platz”
- Targeted TV Advertising
- Sponsorship of a Musikfest free stage
- On-site activation
- Program Book (37,000 copies)
- Signage
- Musikfest Street Team
- Contesting

Dates: August 4 - 13
2022 Attendance: 1,240,000
Demographics: Average age is 35; 46% male and 54% female
2022 Headliners: Willie Nelson, POISON, Ja Rule & Ashanti, Olga Tañon, Kelsea Ballerini & more!

Your Brand + Your Audience

Your customers are at Musikfest and waiting to be engaged

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

51% FEMALE

63% ABOVE HOUSEHOLD INCOME OF $75,000

1.24 MILLION 2022 ATTENDANCE

75% PLUS Patrons 25 years+
have attended and/or graduated from college

48% MALE

35 AVERAGE AGE

$77 MILLION IN ECONOMIC IMPACT
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.

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: March 12
2022 Attendance: 100+
Demographics: Ages 25–54; skews female

Three Kings Celebration
This event celebrates El Dia 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 8
2022 Attendance: 1,000
Demographics: Ages 25–64; Latinos, Families

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

Dates: January 27 & 28
2022 Attendance: 150+
Demographics: Ages 21–44; skews male 70%

Souper Bowl
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: February 5
2022 Attendance: 200+
Demographics: Ages 30–64; Couples

The Musikfest Café presented by 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. For complete 2023 Schedule, visit www.steelstacks.org

Dates: Year-round
2022 Attendance: 26,000+
Demographics: Ages 25–64; patrons come from a 60-mile radius; varies by show

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2022 Attendance: 200+
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 27 & 28
2022 Attendance: 150+
Demographics: Ages 21–44; skews male 70%
This dynamic block party celebrates the creativity of our community through art exhibitions, workshops, live music, artisan popups and more. One of the highlights is an annual large-scale public art project that attracts people from near and far. Recent highlights have included a mural project with Philadelphia-based artist Symone Salib and the nationally acclaimed RedBall Project, which have created impactful ways for people of all ages to engage with art in their community.

**Date:** May 6  
**Previous Attendance:** 1,500+  
**Demographics:** Families, All Ages
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 1,300 images of local heroes across the SteelStacks campus.

**Dates:** May 27-29  
**Attendance:** 5,500  
**Demographics:** Families

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**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 1,300 images of local heroes across the SteelStacks campus.

**Dates:** May 27-29  
**2022 Attendance:** 5,500  
**Demographics:** Families

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**Levitt Pavilion presented by Lehigh Valley Health Network**

Celebrating twelve 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, guests enjoy 45 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, Shirley Alston Reeves, Ambrosia, Black Violin, Walker Hayes, Cracker, and The Blind Boys of Alabama.

**Dates:** May 19 –September 9  
**2022 Attendance:** 47,000+  
**Demographics:** Ages 35–64; varies by show

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**Levitt Golf Tournament**

From the Levitt Lawn to the Green Pond Lawn, join us got Golf at a different Green Scene! All proceeds directly support Levitt Pavilion’s mission to provide over 45 free concerts each summer for the Lehigh Valley community.

**Date:** May 15  
**2022 Attendance:** 20 Corporate Teams

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**Derby Viewing Party at SteelStacks**

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 6  
**2022 Attendance:** 150+  
**Demographics:** Ages 35–64; 55% male and 45% female

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**Concerts on the Grange**

Two nights of great music and food! ArtsQuest will be setting up stages in Grange Park in Upper Macungie to host the best tribute act bands. This event will also feature local food truck vendors.

**Date:** May 12 & 13  
**Estimated Goal of Attendance:** 4,000+  
**Demographics:** All Ages

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**B2B**

Two nights of great music and food! ArtsQuest will be setting up stages in Grange Park in Upper Macungie to host the best tribute act bands. This event will also feature local food truck vendors.

**Date:** May 12 & 13  
**Estimated Goal of Attendance:** 4,000+  
**Demographics:** All Ages
Sabor Latin Festival
A celebration of the region’s Latinx culture, Sabor! is two days of music, food and family fun including free concerts, arts and crafts, children’s activities, Latin dance presentations and a Mariachi Mass.

**Dates:** June 23-24
**2022 Attendance:** 5,000+
**Demographics:** Ages 25-64; Families

Juneteenth Lehigh Valley
The event aims to contribute to the Lehigh Valley’s various festivals that highlight the diverse, equitable, and inclusive community where all its citizens can thrive. To commemorate the end of slavery – Juneteenth, June 19, 1865 by offering a Valley-wide annual celebration and educational experience. The event promotes the historical information of the day and includes contributions from other communities whose foundation embraces abolitionism. The event also provides a platform for contemporary expressions of celebration and pride.

**Dates:** June 17
**2022 Attendance:** 1,000+
**Demographics:** All Ages, Families, Male & Female

Upper Macungie Days
A three-day celebration of Upper Macungie with a specific focus on family fun, Upper Macungie Days will feature plenty of activities and entertainment for kids and adults alike.

**Dates:** June 23 - 25
**Demographics:** Ages 18–54; M/F; Foodies
**Estimated Goal of Attendance:** 10,000+

ReggaeFest
presented in partnership with Movement Moves Media
One Earth ReggaeFest is an all-ages event celebrating a fusion of Cali Reggae, Classic Reggae, Hip Hop and Funk music by live bands both nationally touring and local to our Lehigh Valley. Bring the whole family to this free day-long festival featuring eclectic vendors, authentic Jamaican food, and fun under the sun. Tickets aren’t needed, but good vibes will be collected at the gate.

**Dates:** July 1
**2022 Attendance:** 2,000+
**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
**2022 Attendance:** 4,000
**Demographics:** Families

Glass Blast
It’s spring’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:** June 3
**2022 Attendance:** 430+
**Demographics:** Ages 35–64; Glass Enthusiasts; Affluent Audience

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**Dates:** June 17
**2022 Attendance:** 1,000+
**Demographics:** All Ages, Families, Male & Female

Upper Macungie Days
A three-day celebration of Upper Macungie with a specific focus on family fun, Upper Macungie Days will feature plenty of activities and entertainment for kids and adults alike.

**Dates:** June 23 - 25
**Demographics:** Ages 18–54; M/F; Foodies
**Estimated Goal of Attendance:** 10,000+

ReggaeFest
presented in partnership with Movement Moves Media
One Earth ReggaeFest is an all-ages event celebrating a fusion of Cali Reggae, Classic Reggae, Hip Hop and Funk music by live bands both nationally touring and local to our Lehigh Valley. Bring the whole family to this free day-long festival featuring eclectic vendors, authentic Jamaican food, and fun under the sun. Tickets aren’t needed, but good vibes will be collected at the gate.

**Dates:** July 1
**2022 Attendance:** 2,000+
**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
**2022 Attendance:** 4,000
**Demographics:** Families

Glass Blast
It’s spring’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:** June 3
**2022 Attendance:** 430+
**Demographics:** Ages 35–64; Glass Enthusiasts; Affluent Audience
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 day is the Our Hometown Heroes banner display featuring images of local first responders.

**Date:** September 9  
**2022 Attendance:** 100+  
**Demographics:** Ages 35–64; Families

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**Musikfest Golf Tournament**
Musikfest’s 11th 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 Southmoore Golf Club for a day of networking, golf, and fun.

**Date:** July 11  
**Presenting sponsors:** B.Braun & Tri-Outdoor Advertising  
**2022 Attendance:** 34 Corporate Teams – SOLD OUT!

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**TacoFest**
Delicious, mouthwatering tacos and live music are back at SteelStacks! Attendance can choose tacos from several vendors and food trucks. From classic favorites like steak and fish tacos, to more adventurous items like Korean tacos, jalapeño coleslaw and pork belly nachos, there are delicious options for every palate.

**Dates:** July 9  
**2022 Attendance:** 2,500+  
**Demographics:** Ages 18–54; M/F; Foodies

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**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.

**Dates:** July 21-23  
**2022 Attendance:** 5,000+  
**Demographics:** Ages 35–64; 65% male and 35% female

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**SangriaFest Upper Macungie**
There’s no better way to say goodbye to summer! Attendees will be able to sample a wide array of sangrias from Clover Hill, Vynecrest, and Franklin Hill wineries, all of which are local and family-owned. There will also be live music and curated lawn games for patrons to enjoy, and food from area vendors to purchase.

**Date:** September 2  
**2022 Attendance:** 2,000 – SOLD OUT!  
**Demographics:** Ages 21–54; 60% female, 40% male

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**VegFest Upper Macungie**
A celebration of the Lehigh Valley’s ever-growing plant-based lifestyle scene, Vegfest Upper Macungie will feature food and retail vendors, live entertainment, and speaking sessions from influencers within the vegan world.

**Date:** September 9  
**Demographics:** Ages 18–54; M/F; Foodies  
**Estimated Goal of Attendance:** 10,000+

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**Oktoberfest**

**Oktoberfest presented by Lehigh Valley International Airport (ABE)**

Putting our own ArtsQuest stamp on the traditional Oktoberfest, our festival includes wiener dog races, drag shows, axe throwing and a contest to be... the best David Hasselhoff you can be. All this, alongside delicious German cuisine and plenty of beer, make for an excellent way to kick off autumn in the Lehigh Valley!

**Dates:** October 6-8 & 13-15  
**2022 Attendance:** 40,000+  
**Demographics:** Ages 21–64; skews male

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**Oktoberfest 5K**

**Oktoberfest 5K presented by Yuengling**

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 2  
**2022 Attendance:** 1,000+  
**Demographics:** Ages 21–64; Casual/Competitive Runners

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**Pierogipalooza**

**Pierogipalooza**

Crab your family and friends and head to SteelStacks to partake in a regional favorite at Pierogipalooza. At Pierogipalooza, visitors can look forward to trying a dozen varieties of delicious potato-stuffed pierogis piled high with an assortment of unique toppings

**Date:** October 6-8 & 13-15  
**2022 Attendance:** 40,000+  
**Demographics:** Ages 21–64; skews male

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**Sponsor Happy Hour**

**Sponsor Happy Hour**

PROST! Join us at our Sponsr Happy Hour before we open the gates on the last Friday of Oktoberfest. Enjoy Oktoberfest snacks and beer with activities like Stein Holding and Axe Throwing

**Dates:** October 13  
**2022 Attendance:** 100  
**Demographics:** Corporate Partners
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 2022 Virtual Attendance: 1,000+
Demographics: Ages 35–64; Families

Lehigh Valley Vegan s’Mac Down
From creamy cashew to silky butternut squash, the 3rd Annual Lehigh Valley Vegan s’Mac Down will feature a variety of vegan mac and cheeze recipes from restaurants throughout the region. After sampling each delectable dish, attendees will vote for their favorites. The s’Mac Down Champion will be awarded with a custom-blown trophy from the ArtsQuest Glass Studio at the Banana Factory.

Date: November 12 Previous Attendance: 600+
Demographics: Ages 18–54; Foodies

SteelStacks Ice Rink
presented by Lehigh Valley Reilly Children’s Hospital
ArtsQuest’s newest tradition to Bethlehem’s holiday season is back with an authentic ice rink at the base of the blast furnaces on the SteelStacks campus. The Ice Rink at SteelStacks presented by Lehigh Valley Reilly Children’s Hospital, will be open daily, including holidays, beginning November through January. In partnership with Rink Management Services Corporation, The Ice Rink at SteelStacks will feature fresh ice maintained throughout the day to deliver an outdoor skating experience like no other across the Lehigh Valley. Throughout the season the rink will be packed with events for all ages, including birthday parties, themed nights, sporting events and more!

Date: November 22, 2023 - January 1, 2024
Demographics: All Ages, Families, Couples
This spectacular holiday event, which featured a record attendance for the past three years, has been named one of the best holiday markets in the US by Travel + Leisure for the past four years, 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 17–19, 24–26, November 30 - December 3, 7–10 and 14–17
**2022 Attendance:** 107,000+
**Demographics:** Ages 35–64; 70% female

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**Christkindlmarkt Bethlehem presented by Univest Financial**

**PEEPSFEST® presented by Just Born Quality Confections**

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
**2022 Attendance:** 5,000+
**Demographics:** Families; Ages 25–44; Grandparents 55+

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**PEEPSFEST® Family Fun Run/Walk**

Run, jog or walk your way into the New Year with the PEEPSFEST® Family Fun Run/Walk. Prizes awarded to the overall winners and in each age category.

**Date:** December 31
**2022 Attendance:** 500+
**Demographics:** Ages 21–64; Casual/Competitive Runners

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**For more information or to advertise contact:**

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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.