

2025 MEDIA MARKETPLACE SPONSORSHIP OPPORTUNITIES

Pennsylvania's Americana Region is thrilled to welcome our DMO and media partners to Reading & Berks County for MATPRA's 2025 Media Marketplace.

This annual event brings together over 60 DMO representatives from Pennsylvania, Maryland, Virginia, Delaware, and West Virginia, along with 60+ travel journalists, bloggers, and content creators who shape the stories visitors see, read, and hear about our destinations. As a sponsor, your DMO will gain valuable exposure in front of the travel media that influences visitor decisions, positioning your destination as a must-visit location.

With networking opportunities, brand visibility, and exclusive promotional benefits, sponsorship provides a powerful platform to showcase your region's unique attractions, culture, and hospitality.

Join us in welcoming the industry's top storytellers and make your mark on the 2025 MATPRA Media Marketplace!

OUR HOST

**READING &
BERKS COUNTY**

**PENNSYLVANIA'S
AMERICANA
REGION**

**August 12-14,
2025**

.....
HOST HOTEL
DoubleTree by Hilton



Be a Sponsor & Elevate Your Destination's Story

Opening Reception Sponsor

\$12,500

Tuesday, August 12 | Quantity Available: 1

- Host table on the concourse of FirstEnergy Stadium during the game
- Opportunity for a representative to throw out the first pitch, including a stadium announcement of your affiliation
- Five minutes to welcome attendees to the MATPRA Opening Reception
- Logo/name on cocktail napkins, spread throughout opening reception
- Logo/name recognition throughout Media Marketplace, including venue signage, website, mobile app, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

Breakfast Sponsors

\$4,000

Wednesday, August 13 | Quantity Available: 1

Thursday, August 14 | Quantity Available: 1

- Four minutes to address attendees; if more than one sponsor, time split evenly
- Display sign; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

These packages can be split between multiple DMOs — think REGIONALLY!



Wednesday Luncheon Sponsor

\$4,000

Wednesday, August 13 | Quantity Available: 1

- Four minutes to address attendees; if more than one sponsor, time split evenly
- Display sign; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

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Farewell Luncheon Sponsor

\$4,000

Thursday, August 14 | Quantity Available: 1

- Four minutes to address attendees; if more than one sponsor, time split evenly
- Display sign; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

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Maker's Market Sponsor

\$2,500

Thursday, August 14 | Quantity Available: 1

- Display sign; if more than one sponsor, 1 per sponsor
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

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Welcome Bag Sponsor

\$2,000

Quantity Available: 1

- Logo placed prominently on welcome bags passed out to 120+ attendees
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

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Mobile App Sponsor

\$2,000

Quantity Available: 1

- Logo placed on bottom of mobile app screens that 120+ attendees will use during the event (along with Opening Reception Sponsor logo)
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook



FAM Tour Sponsors

\$1,500

Wednesday, August 13 | Quantity Available: 3

Thursday, August 14 | Quantity Available: 3

- Four minutes to address 30-40 attendees while on bus; if more than one sponsor, time split evenly
- Sign on bus; if more than one sponsor, 1 per sponsor
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

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Beverage Table Sponsor

\$1,000

Quantity Available: 1

- Display sign; if more than one sponsor, 1 per sponsor
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

This package can be split between multiple DMOs — think REGIONALLY!

Connection Lounge Sponsor

\$1,000

Quantity Available: 1

- Display sign; if more than one sponsor, 1 per sponsor
- Logo/name recognition throughout Media Marketplace, including venue signage, website, social media, conference materials
- Social media promotion in the form of one destination-specific story on MATPRA's Instagram, LinkedIn, and Facebook

This package can be split between multiple DMOs — think REGIONALLY!

\$750

- Display sign on registration table
- Logo/name recognition throughout Media Marketplace, including venue signage, website, conference materials

\$750

- Provide snacks and water bottles for the FAM Tour buses (Can be branded with your logo).
- Logo/name recognition throughout Media Marketplace, including venue signage, website, conference materials

\$750

- Provide a small item representing your destination for each journalist. Items will be placed in a gift bag and delivered to each journalist's room on Tuesday evening.
- Logo/name recognition throughout Media Marketplace, including venue signage, website, conference materials.

Deadline:

June 30, 2025

