

32nd Annual Rubber Duckie Race™ & Festival

Sunday, September 13, 2020

Schreiber's Rubber Duckie Race™ & Festival has been one of Lancaster's most beloved family events for over 30 years! This year's virtual event may look a little different, but the excitement, reach, and mission is the same as always.



▣ Quackmaster Sponsor—\$15,000

- 30-second WGAL advertisement (\$10,000 ad buy)
- Recognition in all media coverage
- Company logo on front of event ticket (20,000 printed)
- Company logo on poster and mailings
- Company logo and link on Schreiber's Rubber Duckie Race™ webpage
- Shout outs on Schreiber's Facebook page
- Company banner displayed at Schreiber

▣ Quacktastic Duckie Sponsor—\$10,000

- Named as WGAL Traffax sponsor supporting the Rubber Duckie Race™
- Recognition in all media coverage
- Company logo on front of event ticket (20,000 printed)
- Company logo on poster and mailings
- Company logo and link on Schreiber's Rubber Duckie Race™ webpage
- Shout outs on Schreiber's Facebook page
- Company banner displayed Schreiber

▣ Lucky Duckie Sponsor—\$5,000

- Company logo on back of event ticket (20,000 printed)
- Company logo on poster and mailings
- Company listing and link on Schreiber's Rubber Duckie Race™ webpage
- Shout outs on Schreiber's Facebook page
- Company banner displayed at Schreiber

▣ Rubber Duckie Racer—\$3,000

- Company logo on mailing
- Company listing and link on Schreiber's Rubber Duckie Race™ webpage
- Shout outs on Schreiber's Facebook page
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▣ Fine Feathered Friend Sponsor—\$1,500

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▣ Quacker Backer Sponsor—\$1,000

- Company listing on Schreiber's Rubber Duckie Race™ webpage
- Shout outs on Schreiber's Facebook page
- Signage at Schreiber

▣ Baby Duckling Sponsor—\$500

- Company listing on Schreiber's Rubber Duckie Race™ webpage
- Signage at Schreiber

Much of our promotions will be done online this year.

How many people does that reach?

- Schreiber Center for Pediatric Development Facebook: 4,866 followers
- Estimated monthly post reach: 20,000 users
- Estimated average post engagement: 426 clicks, reactions, comments & shares per post

As of 5/29/2020

Custom sponsor packages are available. Please contact Erica Croce, Special Events Coordinator, at ecroce@schreiberpediatric.org or 717-393-0425 x105 to learn more.

