



Sponsorship Opportunities

2026

Peddler's Village

PEDDLER'S VILLAGE
Overview

As one of the most-visited attractions in the Philadelphia area, Peddler's Village draws more than two million people each year. Our events—several of which have been in place for decades—are extremely popular, attracting visitors of all ages from throughout the region and beyond.

- Voted #2 Best Shopping Center in U.S. by *USA Today*
- Year-round festivals and events
- 65+ shops and boutiques
- Seven restaurants and three tasting rooms
- Boutique inn with 67 luxury rooms and suites
- Family fun center with 100-year-old carousel and the area's largest indoor obstacle course



One of the
most-visited
attractions in the
Philadelphia
region.

*2021-2025,
(Philadelphia Business Journal)

PEDDLER'S VILLAGE

Digital Promotional Impact: social media / website



Photo: Raylynn Photography

DIRECT CONNECTIONS



196.2k

Followers



92k

Followers



12.4k

Followers



8.7K

Followers

WEBSITE

225,000

average monthly visits to
PeddlersVillage.com

AVERAGE RATINGS

Google

4.7/5

yelp

4/5



tripadvisor®

4.5/5

PEDDLER'S VILLAGE

Digital Promotional Impact: demographics



AGE

18 to 24	10%
25 to 34	17%
35 to 44	23%
45 to 54	20%
55 to 64	17%
65 or over	13%



99% of visitors

would recommend Peddler's Village to others

HOME LOCATION



NJ 33% | **NY** 12% | **Other** 5%

AFFINITIES

- Food and dining/
Cooking
- Shopping
- Travel
- Family
- Pets
- Sports
- Health and fitness
- Movies/TV/
Entertainment

AVG HOUSEHOLD INCOME

\$166K

Testimonials

“Working with Peddler’s Village was my first experience doing corporate sponsorship events, and I am so grateful that we chose them for a partnership. From the initial walkthrough of the Village to the negotiations and execution, there were no experiences that made me wonder if it was a good fit. If you are looking for a place to advertise your business face-to-face with potential customers, this is it.

Justin Seery is the man who made this process seamless and stress-free. He was always available and quick to respond, but also was always willing to lend a hand with our set-up process. Justin showed a genuine excitement for our company and our employees.

As a kid, I grew up going to Peddler’s Village on the weekends with my family. Now I can say that the magic I always felt there was real!”

- *Fred Beans Automotive Group*



“Peddler’s Village has been a fantastic partner for our Casamigos activations. The holiday village is consistently well organized and thoughtfully produced, and the setting provides an ideal environment for cheerful, relaxed interactions. Guests are curious, receptive, and genuinely excited to sample something new, making each activation both impactful and enjoyable for our team and for guests alike.

Similarly, working with Justin and his team has been a pleasure. Their organization, flexibility, clear communication, and hands-on support make the planning and execution process seamless, and we truly value the collaborative relationship we’ve built.”

- *Casamigos*



“Passanante’s Home Food Service has proudly sponsored events at Peddler’s Village for years, and it continues to be one of our most valuable partnerships. Being onsite during their seasonal events has consistently been a strong lead generator and an effective way for us to connect with families across the region.

Peddler’s Village attracts thousands of families from all over Pennsylvania, New Jersey, and New York to one central location. This gives us a unique opportunity to introduce our service to a wide audience and engage with a large radius of potential customers in a single setting.

Our long-term sponsorship has played a major role in raising brand awareness and generating future business. We have found tremendous success marketing at their annual events and look forward to continuing this partnership for years to come.”

- *Passanante’s Home Food Service*



“Beyond the professional support, this partnership has delivered tremendous value to our business. Setting up at Peddler’s Village events has allowed us to meaningfully engage with our local community while also introducing our brand to thousands of visitors who travel from out of town. These events give us the unique opportunity to showcase our products, educate new audiences, and strengthen our presence in a vibrant, high-traffic destination.

Through consistent collaboration, strong attendance, and the personal commitment Justin brings to every interaction, Peddler’s Village has become one of our most beneficial and rewarding event partners. We look forward to continuing—and growing—this relationship for years to come.”

- *Fitz Fish Ponds*



“TKPR is proud to partner with Peddler’s Village as a sponsor of their Christmas event and to have the opportunity to promote our holiday films at the Peddler’s Village Holiday Kickoff Weekend. The Peddler’s Village team consistently goes above and beyond to ensure every detail is handled, making the entire weekend feel effortless while still being fun and festive. Their professionalism, collaboration, and commitment to creating a successful experience make them an exceptional partner, and we value our continued relationship.”

- *TKPR*



“Girl Scouts of Eastern PA is proud to partner with Peddler’s Village. The Peddler’s Village team was responsive and easy to work with. They shared setup details and reminders ahead of time and were flexible and accommodating when we needed support. The beautiful setting, great mix of shops, and family-friendly events drew in families and created a welcoming atmosphere where people were happy to stop and learn more about Girl Scouts.”

- *Girl Scouts of Eastern PA*



“Working with Justin on planning and hosting multiple events at Peddler’s Village has been an absolute pleasure. Their professionalism, reliability, and positive attitude make every event run smoothly. They consistently go above and beyond, and their dedication shows in the quality of their work.”

- *Visit Bucks County*



PEDDLER'S VILLAGE

Festivals & Events

2026



YEAR-ROUND FESTIVAL MONTHS & WEEKENDS

- Voted #2 Best Shopping Center in U.S. by *USA Today*
- Tens of thousands of event visitors
- Free admission and parking
- Live music and entertainment
- Food trucks and food vendors
- Kids and family activities
- Quintessential country charm

FESTIVALS & WEEKEND EVENTS

Fire & Frost Fun

Fri & Sat, January 9 & 10, 16 & 17

Strawberry Festival

Sat & Sun, May 2 & 3

Red, White & Blueberries BBQ Bash

Saturday, July 4

Santa's Summer Holiday

Fri-Sun, July 24-26

Peach Festival

Sat & Sun, August 1 & 2

Scarecrow Festival

Sat & Sun, September 19 & 20

OctoberFeast

Sat & Sun, October 10 & 11

Apple Festival

Sat & Sun, November 7 & 8

Holiday Kickoff Weekend with Grand Illumination Celebration

Fri-Sun, November 20-22

Holly Jolly Weekend

Sat & Sun, December 5 & 6

DISPLAYS & COMPETITIONS

Peeps® in the Village

March 9 – April 12

Best of the Nest:

Birdhouse Competition & Display

April 20 – May 25

Sights in Sand: American Road Trip

June 1 – August 31

Pet Photography Competition & Exhibit

August 31 – October 20

Scarecrows in the Village

September 7 – October 25

Gingerbread Competition & Display

November 20 – January 10, 2027

ENTERTAINMENT SERIES & EVENTS

Tunes at Noon

Fridays, May 15 – August 28

Comedy in the Village

Specialty Dining Events

Holiday Brunches

Dinner Theater

For more information, email justins@peddlersvillage.com or call 215-794-4063

Sponsorship Benefits 2026

Sponsorship Levels

Presenting Sponsor of Displays or Events

Seasonal Sponsor

Event Sponsor

Customized Sponsorship
Packages



ALL SPONSORS RECEIVE:

- On-site activation opportunities
- Business logo inclusion on festival/event webpage
- Business logo inclusion on festival/ event brochure, if applicable

PRESENTING SPONSORSHIPS

- Receive all sponsor benefits listed above
- Recognition as presenting sponsor with your business name or logo on print and digital promotional materials for festival/event.
- Exclusive representation of your business type (no direct competitors)
- Mention on event's social media post(s) and eblast(s)
- Business name or logo on Village festival banner(s), if applicable

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or call 215-794-4063

Peddler's VillageSM



42-ACRE PROPERTY IN LAHASKA, PENNSYLVANIA

Peddler's Village offers free admission and plenty of free on-site parking.

ADDRESS

Route 202 & Street Road, Lahaska, PA 18931

55 minutes from Philadelphia | 1-½ hours from New York City

CONTACT

Justin Seery

Corporate Sponsorship Sales Manager

E-MAIL

justins@peddlersvillage.com

PHONE

215-794-4063 direct

Sponsor Opportunities 2026

Updated January 22, 2026

SEASON	DATES	PRESENTING SPONSOR	SPONSOR	“REGULAR” WEEKENDS (Non-festival, non-kickoff weekends)	DATES	PRESENTING SPONSOR	SPONSOR
Spring	Mar-May	\$15,000	-	Winter/Spring	Jan-Apr	-	\$1,000
Summer	Jun-Aug	\$25,000	-	Summer	May-Aug	-	\$2,000
Fall	Sep-Nov 19	\$45,000	-	Fall	Sep-Nov 13	-	\$2,200
Holidays	Nov 20-Jan 17, 2027	\$60,000	-	Holidays	Nov 15-Dec	-	\$2,500
DISPLAYS		Includes unlimited activation during display	One weekend activation during display	EVENT SERIES		Includes unlimited activation during series	
PEEPS® in the Village	Mar 9-Apr 12	\$5,000	\$1,000	Comedy in the Village	TBD	\$2,000	-
Sights in Sand: American Road Trip	Jun 1-Aug 31	\$30,000	\$1,500	Murder Mystery Dinners	TBD	\$3,000	-
Scarecrows in the Village	Sep 7-Oct 25	\$20,000	\$1,500	Dinner Theater	TBD	TBD	-
Gingerbread Competition & Display	Nov 20-Jan 10, 2027	\$15,000	\$1,800	Other event series		TBD	
FESTIVALS				SINGLE EVENT			
Fire & Frost Fun	Jan 9 & 10; 16 & 17	\$5,000	\$2,500	Comedy in the Village	TBD	TBD	\$300
Strawberry Festival	May 2 & 3	\$6,000	\$3,000	Murder Mystery Dinner	TBD	TBD	\$300
BBQ Bash	Jul 4	\$4,000	\$1,500	Dinner Theater	TBD	TBD	\$300
Peach Festival	Aug 1 & 2	\$8,000	\$3,300	Specialty Dining Event	TBD	TBD	
Scarecrow Festival	Sep 19 & 20	\$7,000	\$3,300	Other events		TBD	Starting at \$300
OctoberFeast	Oct 10 & 11	\$8,000	\$3,500				
Apple Festival	Nov 7 & 8	\$8,000	\$3,500				
Holiday Kickoff Weekend	Nov 20-22	\$7,000	\$3,500				
Holly Jolly Weekend	Dec 5 & 6	\$6,000	\$3,300				

Note: Standard fees above are for 10' x 10' activation spaces.

Larger spaces are available for an additional cost.

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