

NEW CUMBERLAND MUSIC + FILM festival



Sept
5-7
2025

**2025 New Cumberland
Music + Film Festival
sponsorship
opportunities**

about the festival

Organized by the New Cumberland Collective and West Shore Theatre, the **New Cumberland Music + Film Festival** promises to be an exciting celebration of music and film, combining music-themed movies and live performances by a variety of bands from throughout Central PA. Many events will take place at the West Shore Theatre, with additional events happening at venues in downtown New Cumberland.

Designed to showcase the town's emerging cultural scene, the festival will feature a diverse lineup of local bands mixed with films that celebrate music in a variety of ways. Organizers hope attendees will experience New Cumberland in a new way while connecting with the local community and its small businesses.

about the organizers



The West Shore Theatre is an intimate, 200 seat theater offering big-time entertainment with small-town charm. Located in the heart of New Cumberland, PA, the West Shore Theatre enriches lives and enhances the cultural vitality of the area through the presentation of films, live entertainment, educational opportunities, special events, and more. The West Shore Theatre is owned and managed by Friends of the West Shore Theatre, Inc., a 501(c)3 nonprofit organization.



The New Cumberland Collective is a 501(c)3 nonprofit creative community incubator. Our mission is to make New Cumberland stronger and more vibrant through action, creativity and inclusion. We accomplish this through events, collaboration with community members and organizations, and civic engagement.

www.musicandfilmfestival.com



a note from the festival co-chairs

When we launched the New Cumberland Music and Film Festival last year, our aim was to create a cultural event that would bring friends and neighbors together to experience something new in our community. We hoped people would enjoy all that New Cumberland has to offer – local restaurants and bars, thriving businesses, and of course the West Shore Theatre.

We're happy to report the interest and enthusiasm for the festival far exceeded our ambitions, with hundreds of folks coming out to enjoy music and film events they couldn't have found anywhere else in the area. After a dozen performances and screenings throughout the weekends we organized in 2023 and 2024, many attendees asked for more. So we're on to year three, and we'd love to partner with you, our local sponsors, to create a weekend even more exciting and impactful than the inaugural edition.

With your generous support, the New Cumberland Music and Film Festival can build upon our prior success – covered in both print and television – to bring even more people together to live up to our mission: to help make New Cumberland stronger and more vibrant through action, creativity and inclusion.

Thank you, and we'll see you at the festival!

Jonny Leahan
Pamela Cullen
Festival Co-Chairs

www.musicandfilmfestival.com



sponsorship levels

Rock Star Level – \$2,000

- festival will be advertised as “presented by”
- promotion on website/social media advertising
- logo included on event banner and festival poster (if arranged before printing)
- 6 individual tickets each, to three events
- will be thanked on stage during various events
- organizational swag/giveaways permitted (+option to screen a trailer before films)

Diamond Record Level – \$1,000

- promotion on website/social media advertising
- 4 individual tickets each, to three events
- listed as sponsor for two of the key events
- organizational swag/giveaways permitted

Platinum Record Level – \$500

- promotion on website/social media advertising
- 2 individual tickets each, to three events
- listed as sponsor for one of the key events

Gold Record Level – \$250

- promotion on website/social media advertising
- 1 individual ticket to three events

to sponsor, contact pam@newcumberland.co

2025 Schedule

Friday, September 5

Music: TBA

5:30–6:30pm / Downtown New Cumberland

Opening Night Film: TBA

6:30–8:30pm / West Shore Theatre

Opening Night Party: TALENT TBA

8:30–10:30pm / WST Arts & Ed Center

Saturday, September 6

Film: TBA

2:30–4:30pm / West Shore Theatre

Performers Reception

4:00–6:00pm / WST Arts & Ed Center

SATURDAY NIGHT PROGRAMMING TBA

7:00–9:00pm / West Shore Theatre

LATE NIGHT PROGRAMMING TBA

9:00–11:00pm / Source the Space

Sunday, September 7

Film: TBA

3:30–5:30pm / West Shore Theatre

SUNDAY EVENING PROGRAMMING TBA

5:30–9:00pm / TBD

THE BURG

Creative Days: All-art weekend returns at the New Cumberland Music + Film Festival

AUGUST 29, 2024 | by Phyllis Zimmerman

Share

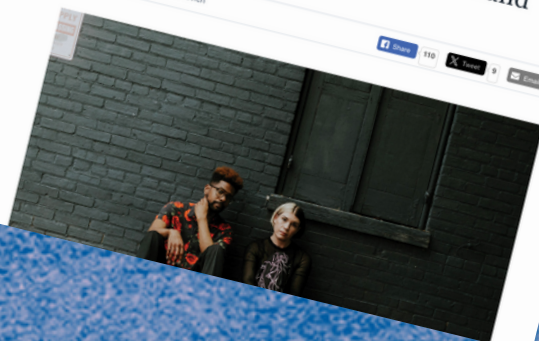
2023 + 2024
press



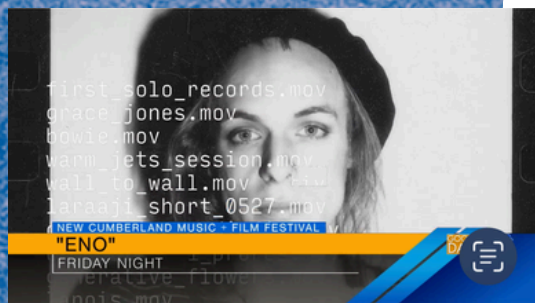
Linda Perry

Collective Effort: Art, community hit the streets for inaugural New Cumberland Music + Film Festival

AUGUST 29, 2023 | by Holly Pavlovich



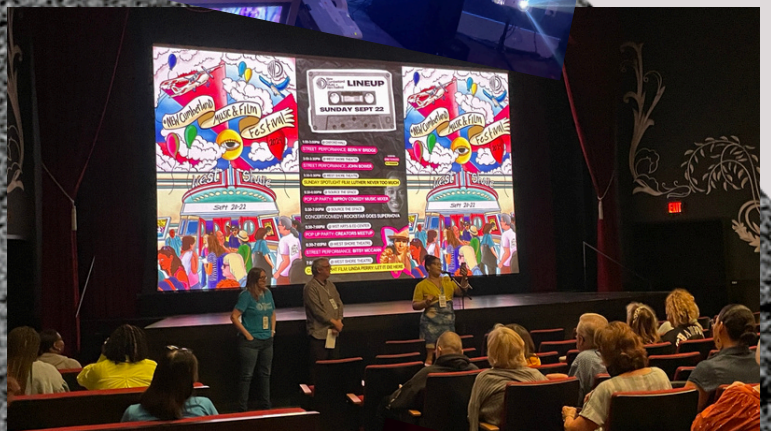
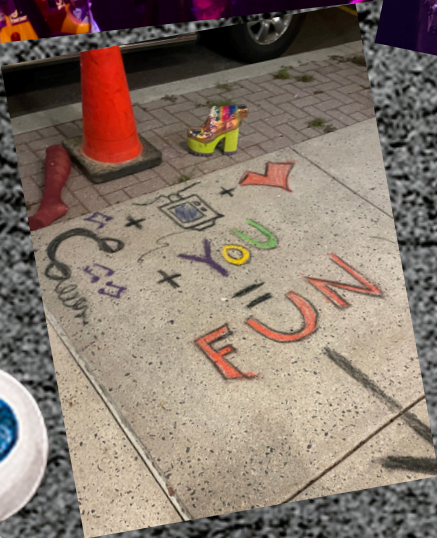
GOOD DAY PA!



to sponsor, contact pam@newcumberland.co

to sponsor, contact pam@newcumberland.co

2024
photos



thank you for your consideration!

