



READING TERMINAL MARKET

ICE CREAM

*Festival* ON FILBERT

**SAT. JULY 12, 2025**

**1PM-5PM | 12th & FILBERT**

# Come Join Us

- Reading Terminal Market's Ice Cream Festival on Filbert is an annual outdoor, **high-energy event**, drawing people into the heart of Center City
- A free-to-attend, pay-as-you-go, day of frozen fun featuring **Bassetts Ice Cream**, joined by the **Philadelphia Ice Cream Community**, gathered together outside our historic landmark for a family-friendly event
- Visitors are encouraged to explore the entire market for additional ice-cream themed treats, Philly favorites, entertainment, contests and demonstrations



# 2024 Market Traffic

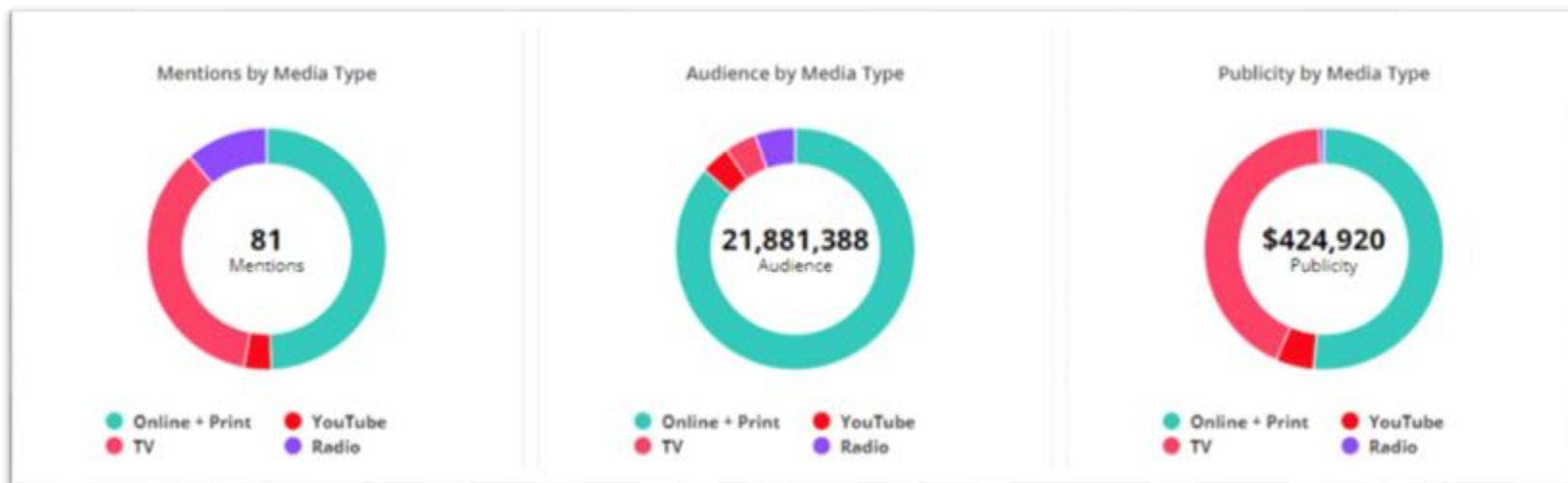
Door Traffic for the event date totaled  
28,632 visitors\* (not including Filbert St. Traffic)

2024 Ice Cream Festival on Filbert St.					
Date	Hour	Traffic	Date	Hour	Traffic
7/13/2024	8:00	797	7/6/2024	8:00	749
7/13/2024	9:00	1,367	7/6/2024	9:00	1,278
7/13/2024	10:00	1,842	7/6/2024	10:00	1,617
7/13/2024	11:00	2,601	7/6/2024	11:00	2,115
7/13/2024	12:00	3,831	7/6/2024	12:00	2,556
7/13/2024	13:00	4,669	7/6/2024	13:00	2,842
7/13/2024	14:00	4,642	7/6/2024	14:00	2,642
7/13/2024	15:00	3,741	7/6/2024	15:00	2,163
7/13/2024	16:00	2,793	7/6/2024	16:00	1,909
7/13/2024	17:00	1,945	7/6/2024	17:00	1,642
7/13/2024	18:00	406	7/6/2024	18:00	299
Ice Cream Festival		28,632	Prior Saturday		19,809

# 2024 Event Coverage & Impressions

## Organic Website Traffic & Impressions

- Search Impressions – 22,814
- Search Clicks – 4,768



# Vendor Participation Fee - \$400

- Health Department fee
- License & Inspection fee
- 6-foot table & linen
- 20 amp circuit
- Handwashing station
- Trash cans & removal



- Social Media Post
- Digital Marketing Inclusion
- RTM Website Inclusion
- Logo on Event Signage
- Event Newsletter Mention

## RTM Followers

Newsletter	Website	Facebook	Instagram	Twitter/X
44k	470k	138k	105k	35.5k

All participants must be approved & processed before **June 12, 2025**. If you are interested in participating, please contact Alex Bassett Strange at [alex@bassettsicecream.com](mailto:alex@bassettsicecream.com)