



2025 SPONSORSHIP OPPORTUNITIES





2025 ANNUAL CALENDAR

TABLE OF CONTENTS

2 DOWNTOWN HAGERSTOWN

- Second Saturday's
- Galentine's Flower Tour
- St. Patrick's Day Festival
- Taste of Downtown Restaurant Week
- ART Walk
- Music in the Plaza
- HAGERFEST: Arts & Music Festival
- MDWK Music & Market (Series)
- Halloween Block Party
- Holly Fest
- Downtown Tree Lighting
- Downtown Cookie Crawl

17 HISTORIC CITY FARMERS MARKET

19 PARKS & RECREATION

- Yearlong Event Marketing Package
- Hub City 100 Miler
- Touch a Truck & Train
- Outdoor Movies at City Park
- July 4th Fireworks
- City Park Fall Fest & Fireworks
- Harvest Hoedown
- Howl-O-Ween Dog Costume Parade
- City Park Tree Lighting

32 PARKS & REC SEASONAL GUIDE

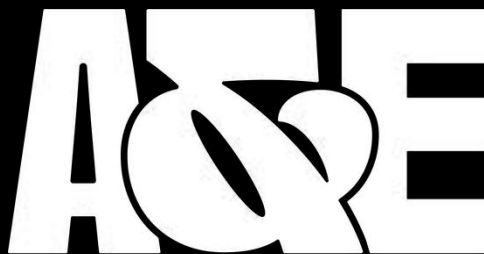
32 POTTERFIELD POOL

33 THE GREENS AT HAMILTON RUN GOLF COURSE

36 SPONSOR FORM

DOWNTOWN HAGERSTOWN

A Maryland Main Street Community



HAGERSTOWN
ARTS & ENTERTAINMENT
DISTRICT

**INTERESTED IN A SPONSORSHIP
OPPORTUNITY WITH MAIN STREET OR
A&E DISTRICT?**

Contact Brittany Arizmendi to discuss sponsorship level details.

Email: barizmendi@hagerstownmd.org

Phone: 240-500-4582



NEW!

SECOND SATURDAYS DOWNTOWN STROLL

EVENT DETAILS:

Explore all downtown Hagerstown has to offer! Each 2nd Saturday will offer a different experience with the goal to get more feet on the streets. Artists, musicians, and downtown businesses will collaborate on a different theme for each Saturday.

LOCATION:

Downtown Hagerstown

DATE:

February 8
March 8
May 10
June 14
September 13
November 8
December 13

AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,500 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

Artist/Musician Sponsors

Seven \$500 Sponsor

- Second-tier placement of logo on Downtown Hagerstown website and on event Facebook page
- Newsletter mention recognizing sponsor
- Recognition on social media





GALENTINE'S FLOWER TOUR

DOWNTOWN STROLL

EVENT DETAILS:

Walk around Downtown Hagerstown and explore your favorite shops and restaurants while building your own bouquet with fresh flowers from a local florist. End your day with a specialty drink at Alpine Plant Bar for a perfect girls day out!

DATE & LOCATION:

Saturday, February 8, 2025

TIME:

12:00 - 5:00 PM

AUDIENCE:

25 ladies

SPONSORSHIP LEVELS:

Presenting Sponsors

One \$1,000 Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Logo on printed map/marketing materials
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

Supporting Sponsors

Two \$500 Sponsors

- Customized promotions
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.



ST. PATRICK'S DAY FESTIVAL MUSIC & BEER FESTIVAL

EVENT DETAILS:

New location for the 2025 St. Patrick's Day Festival in downtown Hagerstown! This festival will begin at the conclusion of RunFest and feature a special drink cup along with live music and entertainment.

DATE & LOCATION:

March 15, 2025
Hub City Brewery
25 W Church Street

TIME:

11:00 AM-2:00 PM

AUDIENCE:

600+ local residents

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$1,500 Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Company logo on mugs and any customized promotions
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.

Stage Sponsor

One \$500 Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Customized promotions (if applicable)
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.



TASTE OF DOWNTOWN

PASSPORT | FOODIE EXPERIENCES

EVENT DETAILS:

Help us promote how delicious our downtown is through Taste of Downtown Restaurant Month in March. We'll share specials, gift card giveaways, workshops and food experience activities, and marketing campaigns with featured chef & restaurant content that celebrates our food scene.

DATE & LOCATION:

March 2024

AUDIENCE:

2,000+ families representing the larger Washington County and Tri-State area

SPONSORSHIP LEVELS:

Passport Sponsors

Two \$1,000 Sponsors or Four \$500 Supporting Sponsors

- Prominent logo placement as passport sponsor on ~500 printed passports available at restaurants and culinary events throughout March
- Prominent logo placement on Restaurant Month Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown's Facebook and Instagram pages
- Newsletter mention with logo or business name



MORE TASTE OF DOWNTOWN SPONSORSHIP LEVELS:

Culinary Workshop Sponsor

Three \$500 Sponsors

- Logo on workshop registration page
- Logo or business name on workshop Facebook event page
- Logo on sandwich board sign at workshop venue
- Logo on Restaurant Month webpage and sponsorship mention on Restaurant Month Facebook event page
- Option to set up business display at workshop and volunteer

Gift Card Giveaway Sponsor

One \$500 Sponsor

- Business recognized as sponsor with logo or business name in social media posts and newsletter
- Business Recognized as sponsor with logo or business name social media post about the gift card giveaway and winner announcements
- Logo on Restaurant Month webpage and sponsorship mention on Restaurant Month Facebook event page

ARTWALK

HAGERSTOWN

NEW!

ART WALK

DOWNTOWN STROLL

EVENT DETAILS:

Explore the vibrant Arts & Entertainment district during a new Art Walk! Visit different venues, hear from buskers in restaurants, and enjoy live entertainment scattered throughout downtown!

LOCATION:

Downtown Hagerstown

DATE:

TBD

AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,500 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

Artist/Musician Sponsors

Unlimited \$250 Sponsors

- Signage during Art Walk
- Second-tier placement of logo on Downtown Hagerstown website and on event Facebook page
- Social media posts acknowledging sponsorship

MUSIC IN THE PLAZA

LIVE MUSIC



EVENT DETAILS:

Join us for our 2025 Music in the Plaza in Downtown Hagerstown! These events will feature bands playing live music on the stage in University Plaza. Beer and food vendors will be featured on site along with kids zone for activities.

LOCATION:

University Plaza

DATES:

Friday, April 25 | 6:00 PM - 8:00 PM

Friday, September 26 | 6:00 - 8:00 PM

AUDIENCE:

400+ attendees per concert

SPONSORSHIP LEVELS:

Presenting Sponsors

Two \$2,000 Sponsors

- [Your Business Name] Presents MDWK Music & Market Series
- Large logo on-site on concert banners
- Stage mentions by emcee on specific concert night
- Large featured logo on concert series website
- Sponsorship recognition in newsletter
- Social media thank you with logo and tag on Facebook and Instagram
- Optional space for your company booth on-site during the specific concert night
- Optional 1-minute welcome speech on stage at beginning of specific concert night by your company

Supporting Sponsors

Five \$500 Sponsors

- 10x10 display space to set up a booth for promotion
- Second-tier logo placement on all printed and online material
- Second-tier logo placement as event's presenting sponsor on event web page, Facebook event page
- Sponsorship applies to one date



EVENT DETAILS:

Spanning the length of the Hagerstown Cultural Trail, this event will include live music, artists, and performances spread throughout downtown. It will truly be a celebration of the arts and entertainment offerings we have locally!

LOCATION:

Hagerstown Cultural Trail

DATE:

Saturday, May 3 | 11:00 AM - 7:00 PM

AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

SPONSORSHIP LEVELS:

Presenting Sponsor

Four \$5,000 Sponsor

- Sponsor a stage location in the A&E district
- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

MURAL Sponsors

Two \$3,000 Sponsor

- Sponsor a location in the A&E district where an artist will paint a new mural
- Prominent placement of logo on Downtown Hagerstown + Arts & Entertainment website and on event Facebook page
- Newsletter mention
- Option to provide judges for the contest and to present prizes to winners
- Recognized as provider of contest prizes



MDWK MUSIC & MARKET

LIVE MUSIC, FOOD, BEER, & LOCAL ARTISAN GOODS

EVENT DETAILS:

MDWK Music and Market is a summer music series featuring a variety of musicians every Wednesday from mid July until late August. Enjoy artisan vendors, food vendors, and beer each week!

LOCATION:

University Plaza

DATES:

Every Wednesday
July 9 - August 20 | 5:30 PM - 8:00 PM

AUDIENCE:

200+ attendees weekly

SPONSORSHIP LEVELS:

Presenting Sponsors (Up to 7)

\$1,000 Sponsor

- [Your Business Name] Presents MDWK Music & Market Series
- Large logo on-site on concert banners
- Stage mentions by emcee on specific concert night
- Large featured logo on concert series website
- Sponsorship recognition in newsletter
- Social media thank you with logo and tag on Facebook and Instagram
- Optional space for your company booth on-site during the specific concert night
- Optional 1-minute welcome speech on stage at beginning of specific concert night by your company

Supporting Sponsors

Seven \$500 Sponsors

- 10x10 Display space to set up a booth for promotion
- Logo placement on print, broadcast, social media, press releases
- Logo featured on the event website and event Facebook page.
- Mentions and business linked in social media posts promoting the event and original content featuring community Veterans in Downtown Hagerstown's newsletter.
- Sponsorship applies to one date



HALLOWEEN BLOCK PARTY

COMMUNITY FESTIVAL

EVENT DETAILS:

Downtown Hagerstown's Halloween block party! Simultaneous activities are planned to provide fun for all ages. This event creates a festival atmosphere on S. Potomac Street and includes costume contests, music, and games. As a sponsor of this event, you help us throw one of the most beloved events of the year and gain exposure to hundreds of costumed kiddos, families, and pets.

LOCATION:

South Potomac Street

DATE:

Friday, October 24 | 5:30 - 8:00 PM

AUDIENCE:

500+ families representing the larger Hagerstown & Washington County communities

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$1,000 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters.
- Presenting sponsor named in press release
- Large company logo on sponsor banner on site
- Social media posts on Downtown Hagerstown's channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

Costume Contest Sponsors

Three \$500 Sponsor

- Live mentions of business during the contest
- Second-tier placement of logo on Downtown Hagerstown website and on event Facebook page
- Newsletter mention recognizing costume contest sponsorship
- Option to provide judges for the contest and to present prizes to winners
- Recognized as provider of contest prizes

HOLLY FEST

PERFORMING ARTS



EVENT DETAILS:

Holly Fest is an annual holiday themed event held at The Maryland Theatre. This event is free and open to the public and features youth performances from local musical groups and dance studios.

LOCATION:

The Maryland Theatre

DATE:

Friday, November 21 | 7:00 PM

AUDIENCE:

1,000+ community members and families

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,000 Sponsor

- Prominent logo placement on print, broadcast, social media, and mentioned in press release
- Prominent logo placement on banner and website
- Space for corporate booth at event where you can offer an activity, giveaways, contests, etc.
- Newsletter mention recognizing presenting sponsorship



HANDMADE HAGERSTOWN

LOCAL HANDMADE ARTISAN MARKET

EVENT DETAILS:

Handmade Hagerstown is an outdoor artisan market bringing local handcrafted vendors to the streets of Downtown Hagerstown! We expect to have 20+ vendors attending this event.

DATE & LOCATION:

November 22: South Potomac Street

TIME:

Saturday, November 22 | 2:00 PM - 6:30PM

AUDIENCE:

600+ local residents

SPONSORSHIP LEVELS:

HOLIDAY MARKET: \$1,000 Presenting Sponsor

- 10x10 display space to set up a booth for your company's promotion
- Customized promotions (if applicable)
- Social media posts on Downtown Hagerstown recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship that reaches over 10,000 contacts
- Prominent logo placement on all printed and online material.



DOWNTOWN TREE LIGHTING

COMMUNITY FESTIVAL

EVENT DETAILS:

The Downtown Tree Lighting ceremony marks the beginning of the holiday season in Downtown Hagerstown! Community members enjoy a free performance from a local student band and witness the official lighting of Hagerstown's tree.

LOCATION:

Public Square

DATE:

Saturday, November 22 | 5:00 PM - 6:00 PM

AUDIENCE:

400+ community members and families

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,500 Sponsor

- Prominent logo placement as presenting sponsor on event web page, Facebook event page, and on posters
- Social media posts on Downtown Hagerstown channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- 10 x 10 booth space for company use

Hot Cocoa Sponsor

One \$800 Sponsor

- Second-tier logo placement on print, broadcast, social media, and website
- Newsletter mention recognizing hot cocoa sponsorship
- Free 10 x 10 display space for company use

Santa's Workshop Sponsor

One \$500 Sponsor

- Second-tier logo placement on print, broadcast, social media, and website
- Newsletter mention recognizing hot cocoa sponsorship
- Free 10 x 10 display space for company use



DOWNTOWN COOKIE CRAWL

COMMUNITY FESTIVAL

EVENT DETAILS:

Ticketed event that will attract families and shopping buddies who stroll downtown collecting fresh-baked cookies by local bakers and restaurants while shopping for the holidays.

LOCATION:

Downtown Hagerstown

DATE:

Saturday, December 13 | 12:00-4:00 PM

AUDIENCE:

Families and shoppers from the Hagerstown, Washington County, and the surrounding Tri-State area

SPONSORSHIP LEVELS:

Cookie Crawl Presenting Sponsor

One \$1,000 Presenting Sponsor

- Prominent logo placement on 60+ cookie boxes
- Prominent logo placement on signage
- Sponsorship mention on Cookie Tour Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use

Cookie Crawl Sustaining Sponsors

Four \$500 Sponsor

- Second-tier logo placement on 100+ cookie boxes
- Second-tier logo placement on signage displayed outside each stop
- Second-tier logo on registration site
- Sponsorship mention on Cookie Tour Facebook event page
- Social media posts with logo or business name on Downtown Hagerstown's Facebook and Instagram pages
- Newsletter mention with logo or business name



**INTERESTED IN A
SPONSORSHIP
OPPORTUNITY
WITH HISTORIC
CITY FARMERS
MARKET?**

Contact Brittany Arizmendi
to discuss sponsorship level
details.

barizmendi@hagerstownmd.org
240-500-4582



CITY FARMERS MARKET

OUTDOOR SEASONAL MARKET

EVENT DETAILS:

The Historic City Farmers Market is an outdoor seasonal market and is being combined with MDWK Music & Market in 2025. It will run every Wednesday beginning in July and ending in August. Accessible to downtown residents and employees, it offers a centralized shopping experience.

LOCATION:

Downtown Hagerstown

DATE:

July 9 - August 20
Every Wednesday | 5:30 - 8:00 PM

AUDIENCE:

150+ attendees at each market

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,000 Presenting Sponsor

- Prominent logo placement on website
- Prominent logo placement on signage
- Social media posts with logo or business name on Downtown Hagerstown Facebook and Instagram
- Newsletter mention recognizing presenting sponsorship
- Free 10 x 10 display space for company use



H A G E R S T O W N
FITFORYOU

**INTERESTED IN A SPONSORSHIP
OPPORTUNITY WITH PARKS & RECREATION?**

Contact Amy Riley to discuss sponsorship level details.

ariley@hagerstownmd.org
301-739-8577 x180

PARKS AND RECREATION YEARLONG SPONSORSHIP



2025 EVENT MARKETING PACKAGE

Five \$5,000 Yearlong Sponsors

- Significant company exposure through popular, well-known, annual, family-friendly city parks community events with large audiences (see list of events below)*
- Opportunities to provide on-site activities to engage and promote your organization to attendees
- Event sponsorship recognized in all advertising, social media, website and monthly newsletter
- 20x10 Booth space at all events to distribute promotional items and business info
- Logo featured on City of Hagerstown website with link to company site for calendar year
- Facebook promotions over a calendar year – 16K+ followers on P&R Facebook page
- Company promotion in our monthly e-cast newsletters sent to 6,000+ subscribers
- Opportunity to hang banners and/or place yard signs at events
- 3x8 banner advertising at Potterfield Pool for 3 months, reaching an audience of 30,000+
- Ad space (3x5) in two Parks & Rec Seasonal Guides (40,000 distribution); digital guide link to company site

*Events (8) Include:

- Hub City 100 Miler – Friday, January 17 through Saturday, April 26 (1,000 participants)
- Touch-A-Truck & Train – Saturday, May 10 (1,000 attendance)
- Outdoor Movies at City Park – four (4) movies, June/July (2,000 series attendance)
- City Park Fall Fest – September 20 (3,000 festival attendance)
- Harvest Hoedown at Fairgrounds Park – October 11 (3,000 festival attendance)
- Trick-or-Treat Drive Through at Fairgrounds Park –October 23 (1,500 event attendance)
- Halloween Dog Costume Parade at Fairgrounds Park –October 25 (350 attendance)
- City Park Lighting –December 5 (2,000 event attendance; 30,000 visitors month of December)



HUB CITY 100 MILER

COMMUNITY HEALTH INITIATIVE



EVENT DETAILS:

What better way to start out a new year than with a fun program that challenges you to live a more active and healthier lifestyle. Gain visibility as hundreds of members across the community join this health initiative to walk 1 mile a day for 100 days.

DATE:

January 17 - April 26, 2025

AUDIENCE:

1,000+ community members and families

DO YOU HAVE A
COMPANY WELLNESS
PROGRAM? SPONSOR
YOUR EMPLOYEES
FOR THE 100 MILER

SPONSORSHIP LEVELS:

Program Sponsors

Five \$500 Sponsors

- Logo on t-shirt, website, and social media
- 10x10 booth space at kick-off (January 17) and event finale (April 26); opportunity to provide giveaways and prizes
- January-April; 100 days of advertising and online promotions

Prize Sponsors

Unlimited \$15-\$500 value

- Company name with website links featured on event website
- Promotional mentions on social media and newsletter



TOUCH A TRUCK & TRAIN

INTERACTIVE FAMILY EVENT



EVENT DETAILS:

Touch A Truck & Train will provide an opportunity for kids of all ages to explore the vehicles they've seen on city streets, in movies, books, and driving around town. A hands-on experience for the entire family!

LOCATION:

City Park Train Hub

DATE:

Saturday, May 10, 2025

AUDIENCE:

1000+ community members and families

SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,000 Sponsor

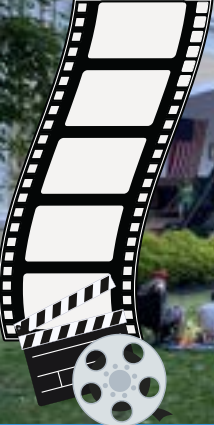
- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage; link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

Event Sponsors

Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website





OUTDOOR MOVIES AT CITY PARK

COMMUNITY MOVIE



EVENT DETAILS:

Pack a blanket and snacks and join us in City Park for the summer outdoor movie series! This is free family-friendly activity hosted on various Friday evenings throughout the summer.

LOCATION:

Hagerstown City Park

DATE:

Friday, June 13, 2025

Friday, June 27, 2025

Friday, July 11, 2025

Friday, July 25, 2025

AUDIENCE:

2,000+ community members and families



SPONSORSHIP LEVELS:

Presenting Sponsor

One \$2,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage; link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers
- Company commercial to air on screen before the movie (produced by sponsor) – this one for movies only

Movie Sponsors

Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website
- Company commercial to air on screen before the movie (produced by sponsor)



CITY OF HAGERSTOWN JULY 4TH FIREWORKS FIREWORKS DISPLAY

EVENT DETAILS:

Underwrite Hagerstown's official fireworks show to bring joy to families throughout the entire region. Fireworks will light up our community's spirit as we celebrate the nation's independence!

LOCATION:

Fairgrounds Park

DATE:

Friday, July 4, 2025

AUDIENCE:

10,000+ community members and families

SPONSORSHIP LEVELS:

Fireworks Presenting Sponsor

One \$5,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Logo on event webpage with link to Company website
- Sponsorship advertised on Facebook (16k followers)
- Sponsorship recognition through signage at event – banner and/or yard signs



CITY PARK FALL FEST & FIREWORKS

FREE COMMUNITY FESTIVAL & FIREWORKS DISPLAY



EVENT DETAILS:

Stroll through the beautiful City Park and visit with vendors, food trucks, artists, living history, a petting zoo, music & family friendly entertainment and stay for a fireworks display - all for FREE!

LOCATION:

Hagerstown City Park

DATE:

Saturday, September 20, 2025

AUDIENCE:

3,000+ community members and families

SPONSORSHIP LEVELS:

Fireworks Presenting Sponsor

One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Logo on event webpage; link to Company website
- Sponsorship advertised on Facebook (16k followers)
- Sponsorship recognition through signage at event – banner and/or yard signs
- 10x10 booth space to distribute promotional items and business info

Presenting Sponsor

One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers



CITY PARK FALL FEST & FIREWORKS

FREE COMMUNITY FESTIVAL & FIREWORKS DISPLAY

EVENT DETAILS:

Stroll through the beautiful City Park and visit with vendors, food trucks, artists, living history, a petting zoo, music & family friendly entertainment and stay for a fireworks display - all for FREE!

LOCATION:

Hagerstown City Park

DATE:

Saturday, September 20, 2025

AUDIENCE:

3,000+ community members and families



SPONSORSHIP LEVELS:

Double Decker Bus Sponsor

One \$1,000 Sponsor

- Banner advertised on bus
- 10x10 Booth space to distribute promotional items
- Logo on event webpage; link to company website
- Sponsorship advertised on social media



Pony Rides & Petting Zoo Sponsor

One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items
- Logo on event webpage; link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs

Event Sponsors

Five \$500 Sponsors

- 10x10 booth space to distribute promotional items
- Recognition in print advertising & social media
- Logo on event webpage; link to Company website

Vendor Opportunities

- **Business Exhibitor Booth Space**
 - \$100 - 10 x 10 space
- **Food Vendor**
 - \$75 - 20x10 space
- **Craft Vendor**
 - \$25 - 10x10 space or \$50 - 20x10 space



HARVEST HOEDOWN

FREE COMMUNITY FESTIVAL

EVENT DETAILS:

Bring the entire family to Fairgrounds Park for family friendly games and activities, free pumpkins & face painting, make your own scarecrow to take home, and enjoy local food trucks - all for FREE!

LOCATION:

Fairgrounds Park

DATE:

Saturday, October 11, 2025

AUDIENCE:

3,000+ community members and families



SPONSORSHIP LEVELS:

Presenting Sponsor

One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during the event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

Event Sponsors

Five \$500 Sponsors

- 10x10 booth space to distribute promotional items and business info
- Company recognition in print advertising and social media
- Logo on event webpage with link to Company website



HARVEST HOEDOWN

FREE COMMUNITY FESTIVAL

Pumpkin Sponsor

One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs
- First 1,000 kids get a free pumpkin courtesy of our sponsor!



Scarecrow Making Sponsor

One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs



Pony Rides & Petting Zoo Sponsor

One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs



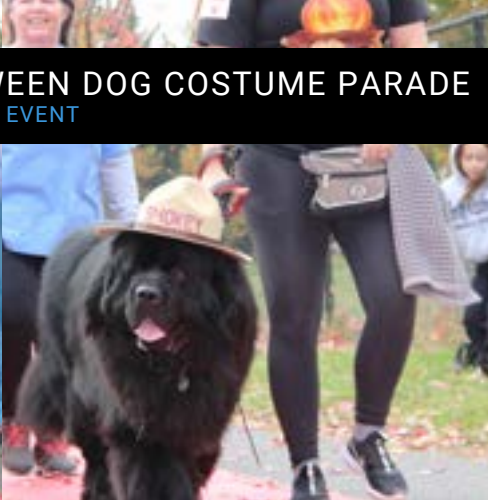
Vendor Opportunities

- **Business Exhibitor Booth Space**
 - \$100 - 10 x 10 space
- **Food Vendor**
 - \$75 - 20x10 space
- **Craft Vendor**
 - \$25 - 10x10 space
 - \$50 - 20x10 space



HOWL-O-WEEN DOG COSTUME PARADE

DOG-FRIENDLY EVENT



EVENT DETAILS:

What's cuter than furry friends dressed up for Halloween? Join us at this fun dog-friendly costume parade and vendor fair at Fairgrounds Park.

LOCATION:

Dog Park at Fairgrounds Park

DATE:

Saturday, October 25, 2025

AUDIENCE:

350 attendees



SPONSORSHIP LEVELS:

Presenting Sponsor

One \$1,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage & banners leading up to and during the event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

Prize Sponsors \$15-\$500 value

- Company name with website links featured on event website
- Promotional mentions on social media and newsletter

Pet Friendly Business Booth Space

- Exhibitor Booth Space
 - \$25 - 10 x 10 space

CITY PARK TREE LIGHTING

COMMUNITY FESTIVAL & LIGHT DISPLAY



EVENT DETAILS:

Enjoy a joyful evening at Hagerstown City Park as the lights are illuminated at the annual City Park Tree lighting. Drive through the park during the holiday season to enjoy a free light show!

LOCATION:

Hagerstown City Park

DATE:

Friday, December 5, 2025

AUDIENCE:

2,000 attendees
30,000 visitors to park during December



SPONSORSHIP LEVELS:

Presenting Sponsor

One \$3,000 Sponsor

- Receive "top billing" in all advertising and event promotion. Advertising can include radio, tv and social media campaigns.
- Sponsor recognition on all city produced event signage and banners leading up to and during event.
- 20x10 Booth space to distribute promotional items and business info
- Logo on event webpage; link to company website
- Facebook promotions - 16K+ followers on Parks & Rec Facebook page
- Sponsor promotion in our monthly e-cast newsletters sent to 6,000+ subscribers

Cookies & Hot Cocoa Sponsor

One \$1,000 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage; link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard signs
- First 1,000 visitors get 2 cookies & hot cocoa courtesy of our sponsor!



CITY PARK TREE LIGHTING

COMMUNITY FESTIVAL & LIGHT DISPLAY

Live Demo Ice Carving Sponsor

NEW!

One \$1,000 Sponsor

- 10x10 Booth space
- Logo on event webpage; link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event

Ice Sculpture Sponsor

Two \$500 Sponsors

- 10x10 Booth space
- Logo on event webpage; link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event

Vendor Opportunities

- **Business Exhibitor Booth Space**
 - \$100 - 10 x 10 space
- **Food Vendor**
 - \$75 - 20x10 space
- **Craft Vendor**
 - \$25 - 10x10 space



CITY PARK LIGHT SPONSORSHIPS

Tunnel Sponsor

One \$750 Sponsor

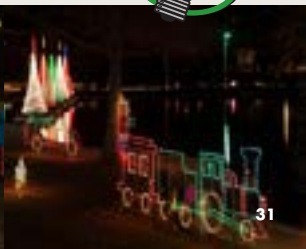
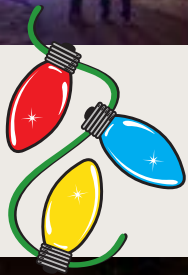
- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard sign



Christmas Light Sponsors

Five \$500 Sponsor

- 10x10 Booth space to distribute promotional items and business info
- Logo on event webpage with link to company website
- Sponsorship advertised on social media
- Sponsorship recognition through signage at event – banner and/or yard sign



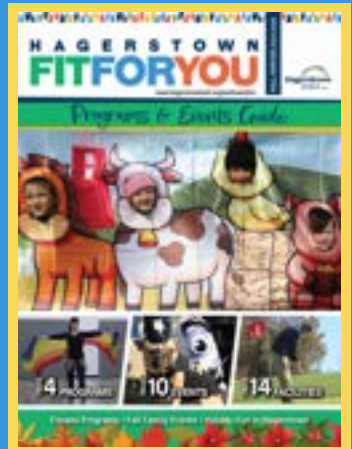
PARKS AND RECREATION



PARKS & REC SEASONAL GUIDE

Five Ad Spaces Available
\$350 (1 guide) or \$650 (2 guides)

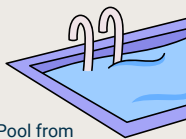
- 3x5 ad in Spring/Summer and/or Fall/Winter Guides; only 8 spaces available!
- 20,000 distribution (per guide), including distribution through Washington County Public Schools
- Parks & Rec main marketing piece offering a 7-month shelf life (each guide)
- Digital version available on our website with link to your company website; guides distributed at ALL events!



POTTERFIELD POOL

Banner Advertising
Five \$400 Sponsors

- 3x8 banner advertised at Potterfield Pool from Memorial Day - Labor Day
- 30,000+ estimated attendance at Potterfield Pool for the season
- Opportunity to distribute flyers or company promotions at the pool





THE GREENS AT HAMILTON RUN

SPONSORSHIP

TOURNAMENT SPONSOR

Four \$500 Sponsors

- **Master the Greens, City Championship, Par Fore Pink, and Turkey Cup**
- Title sponsorship in advertising, social media, website and golf newsletter
- Course advertising
- Team entry or golf passes

FOOD SPONSOR

Four \$200 Sponsors

- Provide lunch for one of our annual City Golf Tournaments
- Your company name w/ website links featured on golf webpage
- Promotional mentions on social media and newsletter

PRIZE SPONSOR

Unlimited \$25-\$300 Value Sponsors

- Provide a prize for one of our annual City Golf Tournaments
- Promotional mentions on social media and golf newsletter



ADVERTISING OPPORTUNITIES

GET BOTH FOR \$700!

SPECIAL OFFER

Scorecard Advertising

Five \$300 Sponsors



- Your company ad, business name, logo, and/or promotional information on 30,000+ printed scorecards
- Featured listing on our website and social media site, linked to your company's site
- 2 Years of advertising; 4 free rounds of golf

Tee Marker Advertising

Nine \$450 Sponsors



- Custom made sign with your business name and logo on 1 of 9 Markers
- Featured listing on our website and social media site, linked to your company's site
- 2 Years of advertising; 4 free rounds of golf