



LANSDALE
LIFE IN MOTION
PARKS & RECREATION

2026

Event Sponsorship
Opportunities



Why Sponsor Parks & Recreation Events?

- Brand visibility: Significant exposure in front of a wide audience
- Community connections: Meet local residents & businesses
- Reputation: Show your support for the local community
- Marketing: Benefit from a wide variety of marketing efforts by utilizing print, digital & experiential channels

Sponsor Benefit	Presenting Sponsor	Associate Sponsor	Supporting Sponsor	Contributing Sponsor
Verbal acknowledgement during event	X	X	X	X
Social media mention(s)	3	2	1	1
Logo listed in email newsletter	X	X	X	
Logo listed on website event page	X	X		
Exhibitor space at event	X	X		
Recognized in program guide <i>(Mailed to all Lansdale Borough residents)</i>	X	X		
Event presented by "Business Name"	X			
Exclusivity on business type sponsorship	X			
Right of refusal for next year's event	X			



Questions?
Contact Us

Parks & Recreation Office
660 Lansdale Avenue
Lansdale, PA 19446
Phone: (215) 361-8352
Email: parksandrec@lansdale.gov



Festival of the Arts

August 29th

About the Event

Set in beautiful Memorial Park, this event showcases fine artists and crafters, live music, and plenty of tasty treats to keep you going throughout the day. The festival provides an enriching experience for the entire family. Whether you are looking for an original piece of artwork or handmade craft or just taking in the sights and sounds of the festival, we hope you will join us in our celebration of the visual and performing arts.

Target Audience

General Public

Estimated Attendance


4,000 people



Location

Memorial Park

Digital Media

 Emails: 5,500+ Database

 Borough Website

  Social: 3,900+ Followers

Presenting Sponsor- \$3,000

All Associate Sponsor Benefits Plus:

- + One (1) additional social media mention (total of three (3) social media mentions)
- + Event presented by "Business Name"
- + Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship

Associate Sponsor- \$1,500

All Supporting Sponsor Benefits Plus:

- + One (1) additional social media mention (total of two (2) social media mentions)
- + Logo listed on website event page
- + Exhibitor space at event
- + Recognized in program guide
(Mailed to all Lansdale Borough Residents)

Supporting Sponsor- \$500

All Contributing Sponsor Benefits Plus:

- + Logo listed in email newsletter

Contributing Sponsor- \$250

- Verbal acknowledgment during event
- One (1) social media mention

Friends of the Festival Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!



Concerts in the Park

Tuesdays

June 16th to August 18th

June 16- Montco Concert Band
June 23- The Wonton Soups
June 30- Mike Guldin and Rollin' & Tumblin'
July 7- Super Naturals
July 14- The Craig Thatcher Band
July 21- Mike Greer & Co.
July 28- Philly Funk
August 11- AM Radio Tribute Band
August 18- Cherry Lane Band

About the Event

Our concert series is the place to be in the summer. From opening night to an incredible closing, the season is filled with acclaimed ensembles. The summer concert series nestles residents and visitors alike in a picturesque setting with an incredible roster of musicians, crafts, food and drink vendors, and more. Each event offers you the opportunity to put your business in front of a new group of potential customers.

Target Audience

General Public

Estimated Attendance

300 to 1,500 people each concert

Location

White's Road Park

Digital Media

✉ Emails: 5,500+ Database

🌐 Borough Website

📷📘 Social: 3,900+ Followers

Presenting Sponsor- \$5,000

For entire 2026 Concert Series Duration
All Associate Sponsor Benefits Plus:
+ Event presented by "Business Name"
+ Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship
+ Eight (8) additional social media mentions (total of nine (9) social media mentions)

Associate Sponsor- \$1,000


For Single Concert

- Verbal acknowledgment during event
- Logo listed in email newsletter
- Logo listed on website event page
- Exhibitor space available at event
- Recognized in program guide
(Mailed to all Lansdale Borough residents)
- One (1) social media mention

Friends of the Concerts Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!





Spooktacular Soiree

October 9th

About the Event

Welcome, ghouls and goblins! Kids of all ages will trick-or-treat through the park with food trucks serving up some scarily delicious eats. A movie ends off our night--this year, we'll be screening *The Addams Family* (2019 Animation) under the stars in the park. Don't miss your chance to "scare up" some publicity!



Target Audience

Families

Estimated Attendance


2,000 people



Location

White's Road Park

Digital Media

 Emails: 5,500+ Database

 Borough Website

  Social: 3,900+ Followers

Presenting Sponsor- \$2,000

All Associate Sponsor Benefits Plus:

- + One (1) additional social media mention (total of three (3) social media mentions)
- + Event presented by "Business Name"
- + Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship

Associate Sponsor- \$750

All Supporting Sponsor Benefits Plus:

- + One (1) additional social media mention (total of two (2) social media mentions)
- + Logo listed on website event page
- + Exhibitor space at event
- + Recognized in program guide
(Mailed to all Lansdale Borough Residents)

Supporting Sponsor- \$500

All Contributing Sponsor Benefits Plus:

- + Logo listed in email newsletter

Contributing Sponsor- \$250

- Verbal acknowledgment during event
- One (1) social media mention

Friends of the Soiree Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!





Tree Lighting

December 4th

About the Event

Families from all around the Borough and beyond gather to welcome in the holiday season. A beloved tradition in Lansdale, the tree lighting features food, holiday crafts, music, and other festivities. Come watch the North Penn High School Chambers Singers perform holiday carols. Santa comes and flips the switch to light up the night!

Target Audience

General Public

Estimated Attendance


1,000 people



Location

Railroad Plaza

Digital Media

 Emails: 5,500+ Database

 Borough Website

  Social: 3,900+ Followers

Presenting Sponsor- \$1,500

All Associate Sponsor Benefits Plus:

- + One (1) additional social media mention (total of three (3) social media mentions)
- + Event presented by "Business Name"
- + Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship

Associate Sponsor- \$750

All Supporting Sponsor Benefits Plus:

- + One (1) additional social media mention (total of two (2) social media mentions)
- + Logo listed on website event page
- + Exhibitor space at event
- + Recognized in program guide
(Mailed to all Lansdale Borough Residents)

Supporting Sponsor- \$500

All Contributing Sponsor Benefits Plus:

- + Logo listed in email newsletter

Contributing Sponsor- \$250

- Verbal acknowledgment during event
- One (1) social media mention

Friends of the Holiday Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!



Egg Hunt

March 28th

About the Event

Join us for our annual Borough Egg Hunt! Kids ages 3-8 years old participate in an egg hunt in White's Road Park while guardians and families cheer them on. During the event, your business name will be highlighted at each age group setting.

Target Audience

Families

Estimated Attendance

300 people

Location

White's Road Park

Digital Media

✉ Emails: 5,500+ Database

🌐 Borough Website

📷 Social: 3,900+ Followers

Presenting Sponsor- \$1,000

All Associate Sponsor Benefits Plus:

- + One (1) additional social media mention (total of three (3) social media mentions)
- + Event presented by "Business Name"
- + Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship

Associate Sponsor- \$750

All Supporting Sponsor Benefits Plus:

- + One (1) additional social media mention (total of two (2) social media mentions)
- + Logo listed on website event page
- + Exhibitor space at event
- + Recognized in program guide
(Mailed to all Lansdale Borough Residents)

Supporting Sponsor- \$500

All Contributing Sponsor Benefits Plus:

- + Logo listed in email newsletter

Contributing Sponsor- \$250

- Verbal acknowledgment during event
- One (1) social media mention

Friends of the Park Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!



Dive-In Movie

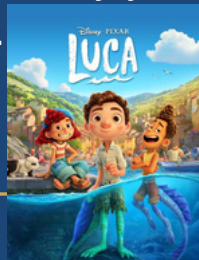
August 7th

About the Event

Come dive in at our 4th Annual Dive-In Movie at Fourth Street Pool! Bring the whole family for an unforgettable evening of fun and relaxation.

We'll be screening Luca (2021 Animation) for families to enjoy a night of movie magic...

IN THE POOL!



Target Audience

Families

Estimated Attendance


150 people



Location

Fourth Street Pool

Digital Media

 Emails: 5,500+ Database

 Borough Website

  Social: 3,900+ Followers

Presenting Sponsor- \$1,000

All Associate Sponsor Benefits Plus:

- + One (1) additional social media mention (total of three (3) social media mentions)
- + Event presented by "Business Name"
- + Exclusivity on business type sponsorship and right of first refusal for next year's sponsorship

Associate Sponsor- \$750

All Supporting Sponsor Benefits Plus:

- + One (1) additional social media mention (total of two (2) social media mentions)
- + Logo listed on website event page
- + Exhibitor space at event
- + Recognized in program guide

(Mailed to all Lansdale Borough Residents)

Supporting Sponsor- \$500

All Contributing Sponsor Benefits Plus:

- + Logo listed in email newsletter

Contributing Sponsor- \$250

- Verbal acknowledgment during event
- One (1) social media mention

Friends of the Pools Sponsor

- In-kind donation sponsor. Reach out to learn how you can provide goods or services at this event!





Please make checks payable to Lansdale Borough and mail to:
Lansdale Parks & Recreation, 660 Lansdale Ave., Lansdale, PA 19446

Business / Organization

Contact Name

Address

City, State, Zip

Phone

Email

Website

Social Media Handle(s)

Please select your sponsorship level.

- Presenting
- Associate
- Supporting
- Contributing
- Friend of the Event

Please select your event.

- Festival of the Arts
- Spooktacular Soiree
- Tree Lighting
- Egg Hunt
- Dive-In Movie

Concert Series Only

- Presenting (*For entire 2026 Concert Series Duration*)
- Associate (*For Single Concert*)
- Friend of the Event (*For Single Concert*)

Please select top three choices for single concert sponsorship option.

- June 16- Montco Concert Band
- June 23- The Wonton Soups
- June 30- Mike Guldin and Rollin' & Tumblin'
- July 7- Super Naturals
- July 14- The Craig Thatcher Band
- July 21- Mike Greer & Co.
- July 28- Philly Funk
- August 11- AM Radio Tribute Band
- August 18- Cherry Lane Band