



PORT WARWICK
FOUNDATION

SPONSORSHIP OPPORTUNITIES

The Port Warwick Foundation is a public non-profit 501 (c)(3) organization with the purpose of organizing and managing regional arts and entertainment events located at Styron Square in Port Warwick. Currently, the Foundation hosts the Port Warwick Art & Sculpture Festival, held on the second weekend in October of each year, the Port Warwick Summer Concert Series, a free outdoor series of concerts held each Wednesday evening from May through August, and a Holiday Tree Lighting in late November.

Summer

CONCERT SERIES

AT PORT WARWICK

Free and open to the public beginning at the end of May and running and every Wednesday from 6-9PM until the end of August these concerts offer an exciting variety of the areas best music.

Sponsor Benefits	Headliner \$15,000	Legend \$10,000	Rising Star \$5,000	Event Enthusiast \$3,500 *	Music Lover \$3,000 *	Concertmaster \$2,500	Virtuoso \$1,000	Instrumental \$500	Grooving \$250	Promotional Table per Event \$200
Name, logo and link on website	•	•	•	•	•	•	•	•	•	
Name on event signage	•	•	•	•	•	•	•	•	•	
Link on Facebook page	•	•	•	•	•	•	•	•	•	
Name and logo on event signage in square	•	•	•	•	•	•	•	•		
Promotional Booth Space at your concert(s) of choice	All 15	10	6	5	4	3	1			
Public announcement at your concert	All 15	10	6	5	4	3				
Logo on all marketing materials, including brochures, flyers, ads	•	•	•	•	•	•				
Company mention as sponsor in press	•	•	•	•	•					
Company mention in PA announcement	•	•	•							
Most prominent logo and name on signage	•	•								
Category Exclusivity	•	•								
Series sponsor-top billing on promotional ads	•									
Set up your own table in the square at concert(s) of your choice										•

* New opportunity



ANNUAL PORT WARWICK
Art & Sculpture
FESTIVAL

Held on the second weekend October, this two-day festival welcomes approximately 90 artists featuring the highest caliber fine art in 14 different categories as well as food vendors, a beer and wine garden, children's activities and music all weekend long.

Sponsor Benefits	Great Master \$15,000	Classic \$10,000	Connoisseur \$5,000	Impressionistic \$2,500	Neo Classic \$1,000	Renaissance \$500	Collector \$250	Category Sponsor*
Name, logo and link on website	•	•	•	•	•	•	•	•
Name on event signage	•	•	•	•	•	•	•	•
Link on Facebook page	•	•	•	•	•	•		
Name and logo on event signage in square	•	•	•	•	•			
Promotional Booth Space 10x10	•	•	•	•				
Public announcement during entertainment break	•	•	•	•				
Choice of being a co-sponsors for: Wine & Beer Garden, VIP Hospitality, or T-Shirt Sponsor	•	•	•	•				
Logo on all marketing materials, including brochures, flyers, ads	•	•	•	•				
Company mention as sponsor in press	•	•	•					
Ad in Program	1 pg	1/2 pg	1/4 pg					
Most prominent logo and name on signage	•	•						
Category Exclusivity	•	•						
Presenting Sponsor	•							

* Sponsor the VIP Dinner, the Beer and Wine Garden, Artist Awards or T-shirts!

Contact us to discuss your sponsorship goals: (757) 223-0284 or Laura@portwarwick.com



PORT WARWICK
HOLIDAY TREE LIGHTING
Presented by **VHS** | Virginia Health Services

The Holiday Tree Lighting is held every year on the Saturday after Thanksgiving with the Square decorated as an idyllic Christmas Village and is an old fashioned celebration featuring a Santa Parade, train rides, games, acapella singers, a brass quartet, puppet shows, face painters, balloon twisters and free hot chocolate, cider and cookies. It brings the Spirit of the Season and as one patron quoted "I feel like I am on the set of a Hallmark movie!"

Sponsor Benefits	Santa Stage \$2,500	Elf \$1,000	Cookies and Cider \$500	Toys \$300	Glad Tidings \$250	Goodwill to All \$100
Name, logo and link on website	•	•	•	•	•	•
Link on Facebook page	•	•	•	•	•	•
Logo on all marketing materials, including brochures, flyers, ads	•	•	•	•	•	•
Promotional Booth Space	•	•				



Why Be A Sponsor?

Common Benefits Across All Events:

- Financial Support: Contributions help sustain free public events.
- Marketing and Visibility: Sponsors get access to a large audience.
- Return on Investment (ROI): Cost-effective way to generate leads and increase brand visibility.
- Tax-Deductible Contribution: As a 501(c)(3) Non-Profit, sponsorships are tax-deductible.
- Community Involvement: Demonstrates a business's commitment to the community, enhancing its image.

EVENT-SPECIFIC BENEFITS:

Summer Concert Series:

- Audience: Reach 1,000-3,500 people per concert.
- Client Engagement: Opportunities to entertain and thank clients.
- Employee Appreciation: Opportunities to appreciate employees.

Art & Sculpture Festival:

- Audience: Up to 10,000 visitors over the weekend.
- Target Demographic: Average household income of \$90,000+, college-educated, married.
- VIP Opportunities: Attend the VIP Sponsor and Artist Reception.

Tree Lighting:

- Audience: Reach over 2,000 attendees.
- Customized Sponsorship: Options like sponsoring a musical act or puppet show.
- Booth Space: Promotional booth space included for packages over \$1,000.

OVERALL BENEFITS:

Sponsoring these events can significantly increase a business's visibility, support community engagement, and enhance brand image while reaching a large and targeted audience.



Sponsorship Commitment Form

Event: _____

Level of Sponsorship: _____

Company: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____

Email: _____

Website: _____

Signed: _____

THANK YOU!

PLEASE FORWARD COMPLETED FORM TO:

**Port Warwick Foundation
191 Walt Whitman Avenue
Newport News, VA 23606**

Or email to: Laura@portwarwick.com

For more information contact:
Laura Fisher (office)
(757) 223-0284

Contributions to the Port Warwick Foundation are deemed charitable under section 501(c)(3) of the Internal Revenue code. Please consult your accountant for any clarifications.