

2026 FESTIVAL SPONSOR FORM

SPONSOR NAME: _____

MAILING ADDRESS: _____

CITY, STATE ZIP: _____

TELEPHONE: _____

EMAIL: _____

CONTACT PERSON: _____

2026 SPONSOR LEVELS

The Water Tower Title Sponsor \$5,000 _____

Main Stage Naming Rights & prominent banner placement; Premier logo placement on all materials; Major social campaign; Keynote Speaker/Stage Welcome, Access to Green room.

The Jammin' on Main Stage Sponsor \$3,500 _____

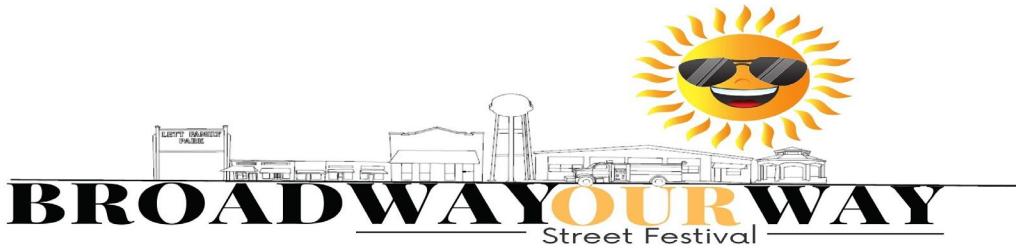
\$3,500 Naming Rights for the Jammin' on Main, Friday Night pre-festival concert; Large logo on website; Banner on Stage; Opportunity for stage announcements; Access to Green Room

The Main Street Partner \$2,500 _____

Naming Rights for the Car Show or Kids Zone. Large logo on website

The Community Connection \$1,000 _____

Dedicated customer activation area. Medium logo on website and signage; Featured Customer Engagement



The Hometown Supporter \$500

Logo on general event signage; Small logo on website

The Front Porch Friend \$250

Name listed on festival banner.; Name listed on website; Social media post with group sponsors.

Friend of the Festival \$100

Name listed on festival banner; social media post featuring group sponsors.

How to Partner with Us

We are eager to tailor a package that meets your specific marketing objectives and budget. Partnering with a local street festival is a highly effective way to demonstrate corporate citizenship within the community.

Ready to Partner?

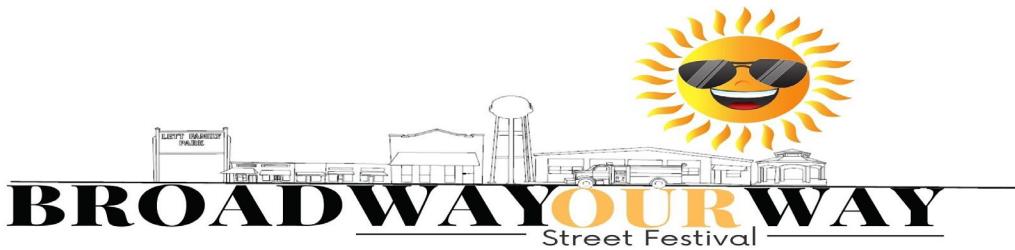
Please get in touch with Penny Keane at 919-621-9809

Date: March 27, 2026, to ensure all print deadlines are met.

Thank you for considering a partnership with the Broadway Our Way Festival. We look forward to being partners in the community.

Please make checks payable to the “Broadway Our Way Festival”

Mailing Address: P.O. Box 130 Broadway, NC 27505



Broadway Our Way Festival: Corporate Sponsorship Opportunities

The Broadway Our Way Festival is a vibrant, one-day street festival held every April in the heart of Broadway, North Carolina. As a proud water tower town, our festival is the premier community gathering of the year, featuring: a Main Music Stage, Street Vendors, a popular Car Show, local Food Trucks, and a dedicated Kids Zone.

We bring together thousands of local families and regional visitors for a full day of fun. Sponsoring the festival connects your brand directly with a passionate, community-focused, and culturally engaged audience, demonstrating your commitment to enriching the community and supporting local events.

Our Audience Snapshot

Attendance: 5,000-7,500 local patrons and regional visitors (typically).

Demographics: Primarily local families and regional visitors

Engagement: Highly active on local social media channels, eager to support businesses that invest in their community.

Impact: Funds raised go directly toward providing free, family-friendly events throughout the year in Broadway.

Sponsorship Tiers & Benefits Overview

The Water Tower Title Sponsor

\$5,000 Main Stage Naming Rights & prominent banner placement; Premier logo placement on all materials; Major social campaign; Keynote Speaker/Stage Welcome, Access to Green room.

The Jammin' on Main Stage Sponsor

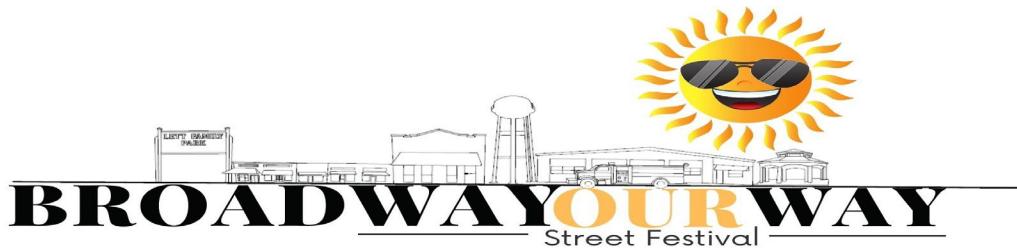
\$3,500 Naming Rights for the Jammin' on Main Friday Night pre-festival concert; Large logo on website; Banner on Stage; Opportunity for stage announcements; Access to Green Room

The Main Street Partner

\$2,500 Naming Rights for the Car Show or Kids Zone. Large logo on website

The Community Connection

\$1,000 Dedicated customer activation area; Medium logo on website and signage; Featured Customer Engagement



The Hometown Supporter

\$500 Logo on general event signage; Small logo on website

The Front Porch Patron

\$250 Name listing on festival banner.; Name listed on website; Social media post with group sponsors.

Friend of the Festival

\$100 Name listing on festival banner; Social media post with group sponsors

Featured Opportunity: The Community Connection Zone (\$1,000)

The Community Connection tier is designed for brands looking to interact directly with our audience. Opportunity: Secure a dedicated space to transform into a branded experiential zone. This is your chance to move beyond passive advertising and create a memorable connection with potential customers.

Activation Ideas:

Car Show Tie-in: Offer a free service (e.g., car detailing, wipe-down, or quick tire shine) and collect contact information from car enthusiasts.

Kids Zone Activity: Sponsor a bouncy house or face painting station and ensure your staff are present to engage parents while children play.

Food Truck Complement: Offer complimentary non-competitive items, such as branded hand sanitizer or samples, to food truck patrons.

This dedicated space allows your team to capture leads, distribute samples, and conduct market research in a dynamic, fun environment.