



The Mariners' Park Fall Festival

SPONSORSHIP PACKET



The Mariners' Park

Fall Festival

Saturday, November 1, 2025

1:00 – 5:00 PM

Harvey Field, The Mariners' Museum and Park

This signature engagement event is an excellent opportunity to demonstrate your investment in a vibrant community and share your brand with an anticipated 3,000 families and young adults.

All proceeds support Mariners' Park and Lake, helping to preserve 550-acres of natural green space, that supports educational and recreational opportunities year round.

Sponsorship Levels

Presenting | \$25,000

- 26 Festival and Unlimited Craft Beer tasting tickets
- Title sponsor name and logo recognition through the following:
 - all printed and digital event materials, event webpage, featured social media post, and event-related emails
 - exclusive stage banner and signage displayed throughout festival
 - spotlight presentation during festival
 - engagement table at festival
 - spotlight feature in Ahoy! Magazine (distribution ~2,500)
- Complimentary room rental (subject to availability)
- Behind-the-Scenes tour



Trailblazer | \$10,000

- 16 Festival and Unlimited Craft Beer tasting tickets
- Discounted room rental (subject to availability)
- Company name or logo recognition through the following:
 - all printed and digital event materials, social media, event webpage, and event-related emails ¹
 - inclusion in Ahoy! Magazine (~2,500)
 - company table at festival
 - sponsor signage displayed during the festival

Voyage | \$5,000

- 10 Festival and Unlimited Craft Beer tasting tickets
- Discounted room rental (subject to availability)
- Company name or logo recognition through the following:
 - all printed and digital event materials, social media, event webpage, and event-related emails ¹
 - feature on Museum blog
 - sponsor signage displayed during the festival

Adventure | \$2,500

- 8 Festival and Unlimited Craft Beer tasting tickets
- Company name or logo recognition through the following:
 - select print and digital event materials, event webpage, and event-related emails ¹
 - sponsor signage displayed during the festival

Community | \$1,000

- 6 Festival and Unlimited Craft Beer tasting tickets
- Company name or logo recognition through the following:
 - select digital event materials, event webpage, and event-related emails ¹
 - sponsor signage displayed during the festival

MarinersMuseum.org/FallFest

For more information, contact Josi Washington
(757) 591-7791 • jwashington@MarinersMuseum.org

¹ Subject to print deadlines.



About The Mariners' Park Fall Festival

Date: Saturday, November 1, 2025

Time: 1:00 - 5:00 PM

Location: Harvey Field

The Mariners' Museum and Park



The Mariners' Park Fall Festival offers fun for the whole family!

In 2024, 3,000 community members attended this fun, family-friendly event. All proceeds raised from this unique community event will support Mariners' Park and Lake, helping to preserve 550-acres of natural space, educational, recreational and nature-based experiences that support a vibrant community!

The Mariners' Park Fall Festival features fun for all ages with pumpkin decorating, face painting, carnival themed games and exciting activities, craft beer and cider tastings, food trucks, live entertainment, engaging community partner tables and more. Preceding the festival is the popular Noland Trail 50K and Relay. Produced by our partners at Flat-Out Events, this annual race offers runners the unique opportunity to participate in the only race held on the Noland Trail. Festival entrance and craft beer and cider tasting tickets are included in registration for the runners.

Admission to the festival is \$2 per person; children three years old and under are free. Festival gates open at 1 p.m. and will be buzzing with engaging activities, games and fun with animals from our friends at Teeny Tiny Farm petting zoo. Activities are included with festival admission. Unlimited tasting tickets for an array of Hampton Roads favorite breweries may be purchased in advance, include a souvenir tasting glass and admission to the festival. Festival admission and drink tickets may also be purchased on event day. Guests must present a valid photo ID. Food trucks offering a variety of food options, sweet treats, and nonalcoholic beverages will be available for purchase. Complimentary shuttle service to and from the parking lots and festival area will be provided.

About The Mariners' Museum and Park

Founded in 1930, our mission is to "connect people to the world's waters because that is how we are connected to one another." The strategy to achieve our mission is to be collections-based and community-focused in our work, all through the lens of servant leadership. Servant leadership is the realization that we are in service to something greater than ourselves--our community.

We serve our community by providing access to unique programs and experiences including: increasing the number of K-12 students served from 9,000 in 2018 to 29,000 in the 2024-2025 academic year through our Educational Enrichment Programs (80% received free programming); offering engaging exhibitions highlighting worldwide maritime cultural heritage; providing life-long learning opportunities for all ages; permanently adopting \$1 Admission- our signature access policy; and ensuring Mariners' 550-acre Park, including the award-winning 5-mile Noland Trail, iconic Lions Bridge and 167-acre Mariners' Lake, remains free and open to the public, year-round. The Mariners' serves an estimated 60,000 visitors in the Museum and 240,000 visitors in the Park each year.

As The Mariners' 100th-anniversary approaches, our goal is to make our Living Collection (forest, lake, trail and wildlife that comprise the Park), more accessible for our community to engage with nature, participate in environmental education, and enjoy recreational and wellness opportunities for generations to come.