

The Mariners' Park

Fall Festival

Sponsorship Packet

November 7, 2026

1 p.m. - 5 p.m.



Sponsorship Levels

Connect with an anticipated 3,000 attendees at The Mariners' Park Fall Festival while supporting the stewardship of The Mariners' 550-acre Park. All sponsors will be featured on The Mariners' Museum and Park's World of Champions webpage in appreciation of your generous support.

Presenting | \$25,000

- 26 Festival Tickets with Unlimited Craft Beer & Cider tastings
- Exclusive designation as the Presenting Sponsor, with premier recognition across festival marketing and promotional materials, including:
 - Featured logo placement on the festival webpage with a link to your preferred website
- Dedicated social media post tagging your preferred account
 - Featured logo inclusion in festival-related emails and promotional materials¹
- Recognition in The Mariners' Ahoy! magazine (distributed to approximately 1,500 households)
- Exclusive logo placement on the festival photo booth
- Prominent logo placement on festival sponsorship signage, including the stage banner
- Company engagement table at the festival in a prominent location
- Opportunity for employees to volunteer at the festival as part of your company's community engagement efforts
- Discounted room rental (subject to availability)
- Recognition during the event's opening remarks
- Invitation for a company representative to join us on the event stage and share brief remarks

Trailblazer | \$10,000

- 16 Festival Tickets with Unlimited Craft Beer & Cider tastings
- Company logo recognition on festival materials, including:
 - Featured logo placement on the festival webpage with a link to your preferred website
 - Social media post tagging your preferred account
 - Logo inclusion in festival-related emails and promotional materials¹
 - Recognition in The Mariners' Ahoy! magazine (distributed to approximately 1,500 households)
- Logo placement on festival sponsorship signage, including the stage banner
- Company engagement table at the festival
- Opportunity for employees to volunteer at the festival as part of your company's community engagement efforts
- Discounted room rental (subject to availability)

Voyage | \$5,000

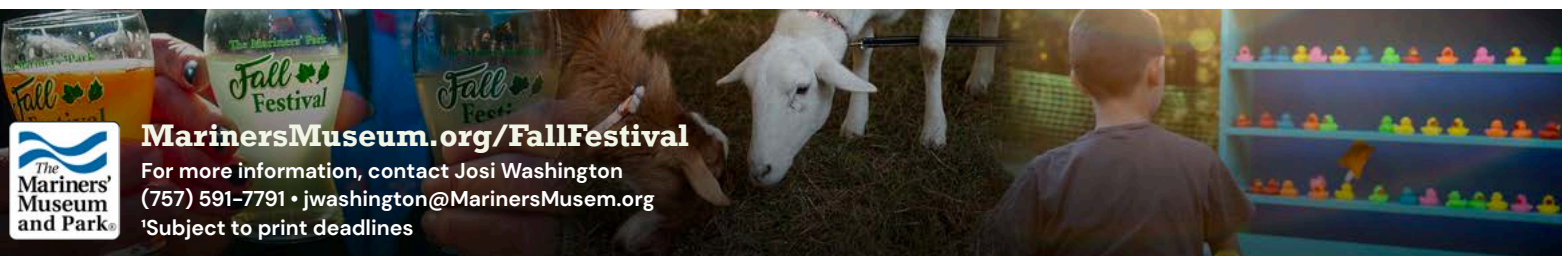
- 10 Festival Tickets with Unlimited Craft Beer & Cider tastings
- Company name or logo recognition on festival materials, including:
 - Logo placement on the festival webpage with a link to your preferred website
 - Social media post tagging your preferred account
 - Logo inclusion in festival-related emails and promotional materials¹
- Logo placement on festival sponsorship signage, including event stage banner
- Opportunity for employees to volunteer at the festival as part of your company's community engagement efforts

Adventure | \$2,500

- 8 Festival Tickets with Unlimited Craft Beer & Cider tastings
- Company name or logo recognition on select festival materials, including:
 - Logo placement on the festival webpage with a link to your preferred website
 - Festival-related emails and promotional materials¹
- Logo placement on festival sponsorship signage

Community | \$1,000

- 6 Festival Tickets with Unlimited Craft Beer & Cider tastings
- Company name or logo recognition on select festival materials, including:
 - Logo placement on the festival webpage
 - Select digital event materials and festival-related emails¹
- Festival sponsorship signage



MarinersMuseum.org/FallFestival

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

¹Subject to print deadlines

The Mariners' Park Fall Festival

About The Mariners' Park Fall Festival

Saturday, November 7 2026 • 1 p.m. - 5 p.m.

The Mariners' Museum and Park

100 Museum Drive, Newport News, VA 23606

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

The Mariners' Park Fall Festival is Mariners' Park's signature community engagement event, celebrating one of our region's most treasured natural assets. Mariners' Park is 550-acres of natural space that is privately owned and maintained by The Mariners' Museum and Park, stewarded as a community resource, and open to the public year-round at no cost. Home to the award-winning 5-mile Noland Trail, iconic Lions Bridge, and 167-acre Mariners' Lake, the Park welcomes approximately 240,000 visitors each year for recreation, wellness, and connection with nature. The Park also serves as an outdoor classroom, where The Mariners' offers place-based environmental Educational Enrichment Programs to more than 5,000 PreK-12 students across Hampton Roads annually, with 75% of students participating at no cost. Sponsorships and festival participation help advance the stewardship of Mariners' Park and the educational, recreational, and environmental experiences it provides year-round.

In 2025, more than 3,000 community members attended The Mariners' Park Fall Festival, enjoying an afternoon of live entertainment, carnival games and activities, face painting, food trucks, craft beer and cider tastings, engaging community partner booths, and family favorites like the Teeny Tiny Farm petting zoo. All festival activities are included with admission.

The day begins with the Noland Trail 50K and Relay, produced by our partners at Flat-Out Events. As the only race held on the Noland Trail, this popular event draws runners from across the region. Race registration includes festival admission and a craft beer and cider tasting.

Festival admission is just \$2 per person, with free admission for children ages three and under. Craft beer and cider tasting tickets may be purchased in advance or on event day and include a souvenir tasting glass. A variety of local food trucks, sweet treats, and nonalcoholic beverages will be available for purchase, and complimentary shuttle service will be provided between parking areas and the festival grounds.





The Mariners' Park Fall Festival 2026

Sponsorship Form

☐ I/We would like to support The Mariners' Park Fall Festival with the following contribution:

☐ **\$25,000 | Presenting** ☐ **\$10,000 | Trailblazer**

☐ **\$5,000 | Voyage** ☐ **\$2,500 | Adventure**

☐ **\$1,000 | Community**

☐ I/We cannot attend but wish to make a tax-deductible contribution:

\$ _____

Sponsor Designation

(Print name EXACTLY as you wish to be acknowledged in all print materials.)

Name

Address

City

State

Zip Code

Contact Name

Contact Email

Method of payment

☐ Enclosed is a check for \$ _____

☐ Please charge \$ _____ to my (Circle one)

MasterCard Visa American Express Discover

Name on Card

Card Number

Expiration Date

Security Code

Signature

The Mariners' Museum and Park is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code, EIN: 54-0541801.

Will you be taking advantage of your Fall Festival benefits?

☐ I/We wish to receive our benefits.

☐ No, this is a fully tax-deductible contribution

MarinersMuseum.org

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