



2026 SPONSORSHIP GUIDE



Support the heart of your community

Destination Downtown Lancaster exists to inspire community engagement by enhancing downtown's business climate while championing our historic identity and creating a vibrant future where all people feel welcome. We believe that revitalization comes through fostering a sense of community, attracting and retaining businesses, and planning for the future. With your help, we can ensure the vibrancy of our city for generations to come. Be a part of the story... invest in Destination Downtown Lancaster today!

This year, Destination Downtown Lancaster is planning to host 15 major events that will draw people from all over the region into the heart of our community. With a strong digital presence boasting over 30,000 followers across four social media platforms, co-branding with Destination Downtown Lancaster not only shows your customers that you care about community, but provides maximum bang for your advertising buck. Whether your corporate social responsibility or advertising goals need to be met, we can help. Choose *à la carte* options by event to reach your desired audience, or become a **Legacy Sponsor** and brand most events presented in this package with one blanket sponsorship.

DDL may host other events that are not presented in this guide.





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Legacy Sponsorship · \$5,250

Can't decide which events to sponsor? Showcase your unwavering commitment by sponsoring ALL of the signature events listed below with a Legacy Sponsorship. Legacy Sponsors enjoy the maximum benefits listed at each signature event, as well as invitations to VIP events with other Legacy members and sponsors. Show your community you mean business. Become a Legacy Sponsor today! (*The value of this sponsorship is \$12,750!*)

Receive “Event Sponsorship” category benefits for each of the following events:

- Glass Town Countdown
- Annual Gathering
- Downtown Cleanup Day
- Chocolate Walk
- ArtWalk
- Fall Festival & Bark in the Park
- WinterFest & Tree Lighting

See your full benefits under **event sponsor** for each individual event on the following pages.

Legacy Sponsors will also receive a Legacy Membership with Destination Downtown Lancaster. This membership's value is \$1,000.



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Glass Town Countdown • January 1st

Be a presenting sponsor of Lancaster's own unforgettable New Year's Eve celebration! This family friendly street party brings thousands of people into the downtown to watch the lighting and ascent of the giant glass globe at midnight celebrating our rich glass history; help us light up the new year with a spectacular fireworks show and sponsor Glass Town Countdown! Be the reason no one stays at home to watch the ball drop!

Event Sponsor (3 Available) \$2500

- Recognition as event sponsor during the event presentation
- Logo included on champagne garden advertisements
- Ability to set up a table at the event and pass out branded materials
- Company logo prominently presented on video after the event
- Company logo and listing as event sponsor prominently placed on banners and posters downtown
- Recognition on social media and in DDL's weekly newsletter
- Fireworks will form your logo in the sky! (No they won't—that's a lie—but we will tell everyone at the event that YOU made the fireworks possible!)
- Ability to host the travelling, miniature globe at your place of business

Fireworks Sponsor (4 Available) \$1000

- Recognition as a supporter sponsor during the event presentation
- Company logo presented on video after the event
- Company logo and listing as supporter sponsor placed on banners and posters downtown
- Recognition on social media and in DDL's weekly newsletter
- Fireworks will form your logo in the sky! (No they won't—that's a lie—but we will tell everyone at the event that YOU made the fireworks possible!)
- Ability to host the travelling, miniature globe at your place of business



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Annual Gathering • January 22nd

Show your support for all things downtown by sponsoring Destination Downtown Lancaster's Annual Gathering! At this event, we'll highlight the past, present, and future of our historic downtown and honor businesses and individuals by presenting our annual awards. Make your support of our work and mission known; partner with us on this fantastic gathering of downtowners and community leaders at the

Event Sponsor (3 Available) \$1500

- Prominent recognition as event sponsor during the event presentation
- Ability to be a presenter on stage for awards ceremony
- Company logo presented on the slide show during the event
- Company logo and listing as event sponsor prominently placed in event program and printed materials
- Company logo on centerpieces of every table
- 4 VIP reserved seating tickets to the event
- Recognition on social media and in DDL's weekly newsletter

Supporter Sponsor (8 Available) \$500

- Recognition as supporter sponsor during the event presentation
- Company name presented on the slide show during the event
- Recognition in event program and printed materials
- Recognition on social media and in DDL's weekly newsletter



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Winter Brewfest • February 14th

Back and better than ever, this year we are heading to the Mill Event Center for this beloved event. Join us on Saturday, February 14 in historic downtown Lancaster for the region's premier winter craft beverage celebration—Winter Brewfest. This highly anticipated tasting event brings together more than 25 breweries, wineries, and cideries from across Ohio and beyond. Guests will enjoy the choice of two flight sessions, offering flexibility and ensuring an exciting, lively atmosphere throughout the day.

With over 600 attendees expected, Winter Brewfest provides sponsors with a powerful platform to showcase their brand in front of an engaged audience of craft beverage enthusiasts. Sponsorship opportunities not only support a beloved community event but also offer unique brand visibility, including recognition in event marketing, on-site signage, and direct exposure during this festive Valentine's Day weekend celebration.

Presenting Event Sponsor (6 Available) \$1500

- Company logo and listing as event sponsor prominently placed on all printed materials and tasting cards and on slideshow throughout the musical performances
- Company logo on all pourer t-shirts
- Your company's presenting sponsorship announcement from the stage
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- 4 VIP tickets for all day access

Brew Sponsor (12 Available) \$750

- Company Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Recognition and company logo on printed banners and on slideshow during performances
- 2 VIP tickets for all day access



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Chocolate Walk • April 10th

Imagine your company's name and logo on 400 gift bags in over 30 businesses and restaurants in the heart of your city. The Chocolate Walk sells out every year; people come from all over to get their goodie bag and explore 30+ businesses giving out chocolate delicacies that would make Willy Wonka's head spin. Downtown will be alive on May 1st as community members make their way through our historic streets to indulge their sweet tooth and visit the museums, shops, and eateries. Show your community how sweet you are with sponsorship of this popular annual tradition!

Event Sponsor (3 Available) \$1,000

- Company logo prominently listed as event sponsor on all printed materials including maps, chocolate walk bags, and event posters
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- Ability to partner with a Downtown business and have signage, printed materials, and representatives available in their space for the event

Map Sponsors (6 Available) \$150

- Recognition on social media and in DDL's weekly email
- Company recognition on Chocolate Walk event posters and maps



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Downtown Cleanup Day • April 25th

Imagine your company's name and logo on over 350 t-shirts spread proudly across the Downtown during our annual Downtown Cleanup Day! At Downtown Cleanup Day, business leaders, dignitaries, and volunteers will see firsthand that your company is committed to the revitalization of Downtown Lancaster. Showcase your commitment to your community by sponsoring an event that brings hundreds of people together every year to roll up their sleeves and make their downtown sparkle!

Event Sponsor (4 Available) \$1250

- Recognition as event sponsor prominently on all printed materials
- Key placement of logo on Downtown Cleanup Day T-shirts
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

T-Shirt Sponsor (6 Available) \$750

- Logo on Downtown Cleanup Day T-shirts
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email

Coffee Sponsor (4 Available) \$200

- Logo on Downtown Cleanup Day coffee vouchers
- Recognition on DDL's event page and day of social media post



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Juneteenth Celebration • June 19th

Educate. Collaborate. Celebrate.

Imagine your company's name and logo on over 150 t-shirts spread proudly across the Downtown during our annual Juneteenth Celebration in historic Zane Square. During this important day focused on celebrating the historic end of slavery, business leaders, dignitaries, and community members will see firsthand that your company or organization is committed to the education, collaboration, and celebration of black history in Lancaster. Showcase your commitment to your community by sponsoring an event that brings hundreds of people together every year to educate, collaborate, and celebrate!

Event Sponsor (6 Available) \$750

- Recognition as event sponsor prominently on all printed materials
- Opportunity to address the attendees at event
- Key placement of logo on Juneteenth T-shirts
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- Ability to set up a vendor table at event

T-Shirt Sponsor (8 Available) \$300

- Logo on Juneteenth T-shirts
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Ability to set up a vendor table at event



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ArtWalk • July 17th

Artwalk is a Lancaster tradition. With dozens of businesses opening their doors to feature local artists, music and entertainment throughout the Downtown, and food trucks creating a festival atmosphere for two solid city blocks, everyone is sure to have a good time! Partner with Destination Downtown Lancaster and support us in hosting an event that will delight all of your senses!

Event Sponsor (4 Available) \$2,500

- Recognition as event sponsor throughout event
- Logo included on all printed materials (posters, banners, digital slideshow)
- Recognition on social media and in DDL's weekly email
- Key prominent placement of logo on ArtWalk Shirts
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website

Kid Zone Sponsor (10 Available) \$750

- Logo included on Kid Zone banners in Fountain Square and all Kid Zone advertisements
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Prominent Logo on specialty "Kid Zone " ArtWalk Shirts

Beer Garden Sponsor (10 Available) \$750

- Logo included on beer garden stage and all beer garden advertisements
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Prominent Logo on ArtWalk Shirts



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Fall Festival • October 17th

Put your company's logo front and center at this family friendly event that has something for everyone! As the weather gets crisp, Zane Square will be transformed into an autumn wonderland with straw bale seating, a line-up of great live music, tractor pulled hayrides, & seasonal vendors! There's something for everyone at Fall Festival making this a wonderful community tradition that your company can help continue.

Event Sponsorship (4 Available) \$1,000

- Recognition as event sponsor on banner in Zane Square
- Company logo all printed materials
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email
- Ability to set up a table at the event

Zane Square Entertainment Sponsor (6 Available) \$750

- Recognition as Zane Square sponsor on banner in Zane Square
- Name included in relevant press release materials
- Recognition on social media and in DDL's weekly email
- Recognition on DDL's event page
- Ability to set up a table at the event
- Announcement before each act

Tractor Ride Sponsor (6 Available) \$500

- Recognition as experience sponsor with company logo on roll up banner at hayride entrance
- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Ability to set up a table at the event



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Advent Window Walk—December 1st—January 2nd

Support the magic of the holidays! This living advent calendar unveils a new illuminated window every night through the month of December throughout the historic district. This year marks the third annual window walk, a new favorite tradition for locals and visitors alike. Whether window walkers visit the unveilings nightly, or all at once with their families as a memory maker, folks will appreciate your support of this European-inspired visual delight!

Event Sponsorship (4 Available) \$1,000

- Recognition as event sponsor in all relevant press release materials
- Prominent placement of company logo on all printed materials (posters and location signs)
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

Sign Sponsors(12 Available) \$350

- Recognition on DDL's event page
- Recognition on social media and in DDL's weekly email
- Company logo or name on location signs



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WinterFest & Tree Lighting • Dec. 5th

Picture Zane Square lit up for the holidays with fresh cut Christmas Trees available for purchase, Santa in his house listening to children, horse drawn wagon rides, and holiday music coming from the gazebo. Don't you want to help create this winter wonderland? You can when you sponsor Winterfest! Showcase your love of your Downtown at the holidays by sponsoring this beautiful community festival that culminates with the lighting of the grand tree in Bandstand Park. Choirs will sing, children will laugh, and all will know that you're no Grinch!

Event Sponsor (3 Available) \$1,500

- Recognition as event sponsor on bandstand banner
- Company logo on all printed materials
- Name included in relevant press release materials
- Recognition on DDL's event page with company logo and link to your website
- Recognition on social media and in DDL's weekly email

Zane Square Sponsor (4 Available) \$750

- Recognition on social media and in DDL's weekly email
- Logo included on event posters
- Recognition on DDL's event page
- Company logo prominently placed on all Winterfest Scavenger Hunt Maps

Horse Drawn Wagon Sponsor (6 Available) \$500

- Recognition as experience sponsor with company logo on roll up banner at wagon entrance
- Recognition on DDL's Event page





Saturday Cinema

Saturday Cinema is an opportunity for you to give back to the community. With your contribution, we are able to provide a night of free family fun for all ages. Pre-movie activities, costumed movie characters, face painting, and more! Show your love for the community by supporting this program provided to folks throughout the summer season Sponsor a portion of the event or spotlight your business by selecting a full sponsorship where your business is the sole presenter and it's all about YOU! Act fast and work with DDL staff to select your movie!

Sponsorship Benefits

- Be present at the event and interact with the families by setting up a booth and providing an activity
- Submit up to 4 slides of your businesses' PSAs
- Your logo will be displayed on the big screen before the movie begins
- Logo on all marketing materials including rack cards distributed to all elementary students in Lancaster City

Company Name: _____

Date:_____ Contact Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone:_____ Email:_____

Sponsorship Date & Level

Schools

May 9th

- ☐ Full Sponsorship (\$1,500)
- ☐ Half Sponsorship (\$800)
- ☐ Quarter Sponsorship (\$500)

June 13th

- ☐ Full Sponsorship (\$1,500)
- ☐ Half Sponsorship (\$800)
- ☐ Quarter Sponsorship (\$500)

July 11th

- ☐ Full Sponsorship (\$1,500)
- ☐ Half Sponsorship (\$800)
- ☐ Quarter Sponsorship (\$500)

August 8th

- ☐ Full Sponsorship (\$1,500)
- ☐ Half Sponsorship (\$800)
- ☐ Quarter Sponsorship (\$500)

Method of Payment:

____ Payment Enclosed ____ Please Send Invoice

Movies will be announced in February. Get your sponsorship forms returned early for the best chance to get the date(s) you prefer and to help select movies!.



Support Public Art!

Want to support your downtown but event sponsorship isn't your thing? Consider supporting the creation and acquisition of new public art for Downtown Lancaster! Local sculpture artist, Ric Leichter works with high school art departments across the county to help students create a masterpiece to be displayed and enjoyed in the heart of the city. Your sponsorship helps us support this programming as well as assists in the acquisition of new public art pieces from accomplished artists from around the state.

Benefactor \$2,500 - \$5,000

- Recognition on plaque at sculpture site
- Recognition on all press release and printed materials
- Recognition on DDL's public art page with company logo or name
- Recognition on social media and in DDL's weekly email
- Ability to set up a table at unveiling

Patron \$1,000 - \$2,499

- Recognition on all press release and printed materials
- Recognition on DDL's public art page with company logo or name
- Recognition on social media and in DDL's weekly email
- Ability to set up a table at unveiling

Art Lover \$100 - \$999

- Recognition on DDL's public art page with company logo or name
- Recognition on social media and in DDL's weekly email

Company Name: _____

Date: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Method of Payment:

____ Payment Enclosed ____ Please Send Invoice ____



2026 Sponsorship Application

Please indicate your desired level of sponsorship,
complete the form & return to Destination Downtown
Lancaster by January 1, 2026 to ensure your slot.
Thank you for your support!



Company Name: _____

Date: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Legacy Sponsorship

- ☐ Event Sponsor for all
listed events (\$5,250)

Glass Town Countdown

- ☐ Event Sponsor (\$2500)
☐ Supporter Sponsor (\$1000)

Annual Gathering

- ☐ Event Sponsor (\$1,500)
☐ Supporter Sponsor (\$500)

Winter BrewFest

- ☐ Event Sponsor (\$1500)
☐ Brew Sponsor (\$750)

Chocolate Walk

- ☐ Event Sponsor (\$1,000)
☐ Map Sponsor (\$150)

Downtown Cleanup Day

- ☐ Event Sponsor (\$1,250)
☐ T-Shirt Sponsor (\$750)
☐ Coffee Sponsor (\$200)

Juneteenth

- ☐ Event Sponsor (\$750)
☐ T-Shirt Sponsor (\$300)

ArtWalk

- ☐ Event Sponsor (\$2,500)
☐ KidZone Sponsor (\$750)
☐ Beer Garden Sponsor (\$750)

Fall Festival

- ☐ Event Sponsor (\$1,000)
☐ Zane Square Sponsor (\$750)
☐ Tractor Ride Sponsor (\$500)

WinterFest

- ☐ Event Sponsor (\$1,500)
☐ Zane Square Sponsor (\$750)
☐ Wagon Sponsor (\$500)

Advent Window Walk

- ☐ Event Sponsor (\$1,000)
☐ Sign Sponsor (\$350)

Public Art

- ☐ I am interested in sponsoring
public art in Downtown Lancaster,
please send me more information.

Method of Payment:

____ Payment Enclosed ____ Please Send Invoice Now ____ Please Send Invoice in 2026

**If you'd like to break up your sponsorship payments, let us know and we can bill you quarterly on any
total sponsorship package of \$2,000 or more.*

For more information regarding sponsorship opportunities, please contact:
Sarah at 740-277-6607 or alex@destinationdowntownlancaster.com

Destination Downtown Lancaster
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Lancaster, Ohio 43130