



**2026**

**Sponsorship  
Packet**





## **When Old Town thrives, we all thrive.**

**Friends of Old Town** is a community-driven nonprofit dedicated to strengthening Old Town Winchester through events, placemaking, and business support.

**Invest in the heart  
of Winchester**



# WHY FRIENDS OF OLD TOWN EXISTS

## **Old Town is the heart of Winchester.**

It's where our community gathers.

It's where small businesses take risks.

It's where culture, history, food, music, and connection all come together.

## **Friends of Old Town exists to keep that heart beating.**

We work year-round to:

- Produce high-impact community events like Celtic Fest, HalloWinchester, First Fridays, and seasonal activations
- Promote and market Old Town businesses
- Invest in placemaking and public art
- Support economic vitality and business growth
- Bring residents, visitors, and entrepreneurs together

**We are not just event producers.  
We are community builders.**

**Friends of Old Town creates meaningful visibility and foot traffic throughout the year.**

## **OUR REACH & IMPACT**



### **Community Engagement**

- 10+ major events annually
- Thousands of attendees across signature events
- Growing volunteer network supporting activations year-round

### **Digital Reach**

Our marketing actively promotes Old Town businesses, events, and initiatives to a highly engaged and expanding audience.

- 6,000+ Facebook followers
- 1,300+ Instagram followers
- 2,068,154 Facebook views in the past year
- 67% of Facebook views from non-followers — expanding beyond our existing audience
- 129,985 Instagram views in the past 3 months

### **Business Impact**

- Dozens of businesses participate in activations annually
- Events strategically scheduled to drive traffic during slower months
- Ongoing collaboration with the City and EDA to strengthen downtown vitality

**When you become a Friend of Old Town, your business becomes part of that momentum.**



# WHY BECOME A FRIEND OF OLD TOWN?



## **A strong downtown doesn't happen by accident.**

It takes coordination.

It takes investment.

It takes businesses who care about more than their own storefront.

## **When you join our Business Membership Group, you are:**

- Aligning your brand with the energy and vibrancy of Old Town
- Supporting events and programming that increase foot traffic
- Investing in long-term economic vitality
- Demonstrating visible commitment to the community

**This is not just sponsorship.**

**This is partnership in shaping the future of  
Old Town.**

# 2026 BUSINESS MEMBERSHIP LEVELS

## COMMUNITY SUPPORTER

**\$1,000 annually**

For businesses who want to show visible, year-round support for Old Town.

Benefits include:

- Recognition as a Friend of Old Town Business Member on our website
- Social media welcome post
- Inclusion in annual thank-you graphic
- "Proud Friend of Old Town" window decal
- Recognition in annual report

## COMMUNITY LEADER

**\$2,500 annually**

For businesses investing in Old Town's continued growth and activation.

Includes all Supporter benefits plus:

- Quarterly social media spotlight
- Logo placement on Business Membership webpage
- Recognition at one signature event of choice
- Inclusion in sponsor signage at public community forums

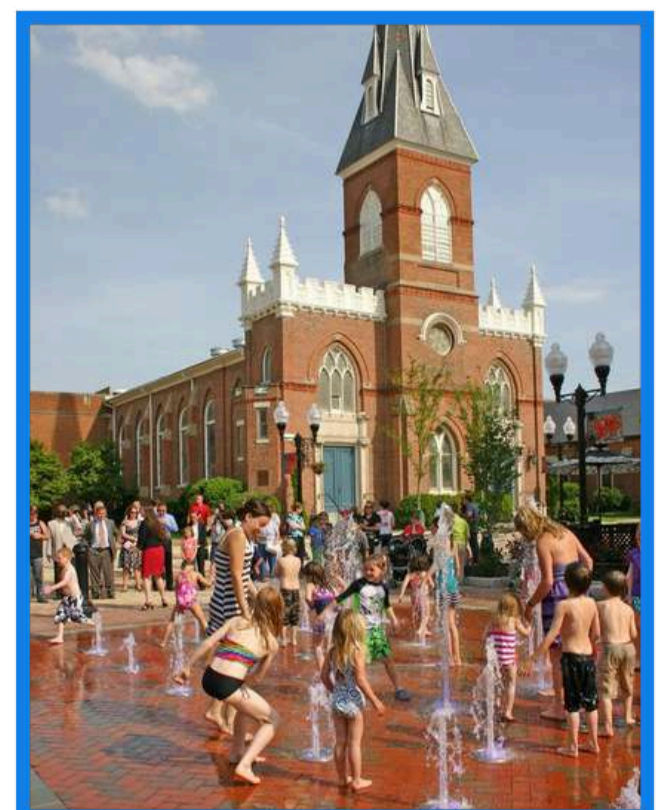
## COMMUNITY CHAMPION

**\$5,000 annually**

For businesses helping shape the future of Old Town.

Includes all Leader benefits plus:

- Featured spotlight post and story feature
- Recognition across multiple signature events
- Priority consideration for co-branded initiatives
- Prominent website recognition



# 2026 EVENT SPONSORSHIP OPPORTUNITIES

## FRIENDS OF OLD TOWN EVENTS

We produce year-round events that bring thousands of people to Old Town and drive meaningful visibility and foot traffic for participating businesses.

Sponsorship opportunities are available at multiple levels depending on the event.

### STANDARD SPONSORSHIP LEVELS (FOR MOST EVENTS)

**Celtic Fest, Jubilee, Dawg Crawl, HalloWinchester, Windependent Weekend**

#### Presenting Sponsor

\$2,500–\$10,000 (varies by event)

- Top billing on all event marketing
- Logo on graphics, posters, and digital promotion
- Recognition in all social media posts
- On-site signage and announcements
- Opportunity for on-site activation

#### Event Sponsor

\$1,000–\$2,500

- Logo on event materials
- Social media recognition
- On-site signage

#### Supporting Sponsor

\$500

- Logo on digital materials
- Social media mention

**Specific levels and availability vary by event.  
See next page**



# 2026 EVENT SPONSORSHIP OPPORTUNITIES

## FRIENDS OF OLD TOWN EVENTS

- **VA250 Jubilee (July 4)**
- Presenting Sponsor: \$10,000 (Available)
- Event Sponsors: \$1,000–\$2,500
- Supporting Sponsors: \$500

### First Fridays (June – October)

- Series Sponsor: \$2,500 (Filled)
- Event Sponsors: \$1,000 (Available – per month)
- Supporting Sponsors: \$500 (Limited Availability)

### Dawg Days of Summer: Hot Dog Crawl (August 22)

- Presenting Sponsor: \$5,000 (Available)
- Event Sponsors: \$1,000–\$2,500
- Supporting Sponsors: \$500

### HalloWinchester (October 24)

- Event Sponsor: \$2,500 (Available)
- Supporting Sponsors: \$500 (Partial – Limited Availability)

### Windependent Weekend (Nov 27–29)

- Event Sponsor: \$2,500 (Available)
- Supporting Sponsors: \$500 (Limited Availability)

#### Looking for Something Custom?

**We work with sponsors to create tailored partnerships,  
including:**

- Event activations**
- Product integration**
- Multi-event packages**
- Program sponsorships**





## **MEMBERSHIP VS. EVENT SPONSORSHIP**

**Business Membership** is a year-round investment in Old Town.

**Event Sponsorship** remains available for businesses looking to support specific activations.

**Many of our strongest partners choose to do both.**

**Sponsorship** supports individual moments.

**Membership** supports the mission.

**Together, they build a stronger downtown.**

*LET'S BE FRIENDS.*



## **BECOME A FRIEND OF OLD TOWN**

Old Town doesn't thrive on its own.

It thrives because businesses choose to invest in it.

We invite you to join a growing group of businesses committed to strengthening the heart of Winchester.

Let's build something lasting — together.

*Brady Cloven*

**Executive Director**

**Friends of Old Town**

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