

GOOD VIBES OUTSIDE
PETWORTH
EST. PORCHFEST 2021

**SPONSOR
DC'S BIGGEST
PORCHFEST EVENT**

MUSIC ON PORCHES 2-6PM
SAT APRIL 26
MUSIC AT MAIN STAGE 5-8PM
RAIN DATE: SUN APRIL 27, 2025



55K

UNIQUE
VISITORS TO
WEBSITE IN
2024



9,200
SOCIAL MEDIA
FOLLOWERS



PorchFest is one of our busiest days of the year. It puts a spotlight on what a special neighborhood Petworth is, and people from all over the city come to enjoy the hospitality and the fun.

- BUSINESS OWNER,
CINDER BBQ



300 BANDS
ON 110 PORCHES
IN A 1.5 MILE
RADIUS IN 2024



THOUSANDS
OF ATTENDEES
IN 2024



My favorite part of Petworth PorchFest is the opportunity that it affords us to build community.

- ATTENDEE



Petworth PorchFest is a volunteer-led neighborhood music festival led by a passionate group of Petworth residents. Celebrating its *5th year*, the event brings together Petworth neighbors and residents from across the DMV area to enjoy free live music in community, supporting local artists and businesses. Bands perform on porches throughout the neighborhood and on a main stage in a community park near the Upshur Street business corridor.

INTERACT WITH THOUSANDS AT EVENT + EXPAND YOUR BRAND VISIBILITY

INTERESTED IN BECOMING A SPONSOR?

EMAIL US: PETWORTHPORCHFEST@GMAIL.COM

PETWORTHPORCHFEST.ORG





2025 SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR \$10,000

Category exclusivity

- The only festival sponsor of your industry type (*for real estate, the only sponsor within your brokerage*)

Presence at event

- Double the table/tent space in the Main Stage area + first choice location
- Logo on Main Stage banner behind musicians
- Verbal recognition 2 times during the event
- 2 opportunities to address the audience from the Main Stage during the event

Recognition in print marketing materials

- Logo on Upshur Street banner (*on fence or other prominent location*)
- Logo on block closure sign (*posted in grass at corners of street closed for music*)
- Logo on yard sign at porch locations
- Logo on poster
- Logo on postcard (*takeaway at local businesses*)

Recognition in online marketing

- Logo in prime location at top of website
- Hyperlinked logo and blurb on website (*top tier placement in Sponsors section*)
- Story on social media on event day
- 2 stories + 2 posts on social media before the event, including:
 - > 1 paid social media post
 - > 1 pinned social media post (*remains at top of Instagram grid*)
- Name listed in local newsletter article thanking sponsors

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2025 SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR \$5,000

Presence at event

- Table/tent with choice of location in the Main Stage area
- Logo on thank you board next to Main Stage
- Verbal recognition 2 times during the event
- Opportunity to address the audience from the Main Stage during the event

Recognition in print marketing materials

- Logo on yard sign at porch locations
- Logo on poster
- Logo on postcard (*takeaway at local businesses*)

Recognition in online marketing

- Hyperlinked logo and blurb on website (*2nd tier placement in Sponsors section*)
- Story on social media on event day
- 2 stories + 2 posts on social media before the event, including:
 - 1 pinned social media post (*remains at top of Instagram grid*)
- Name listed in local newsletter article thanking sponsors

SILVER SPONSOR \$3,000

Presence at event

- Table/tent in the Main Stage area
- Logo on thank you board next to Main Stage
- Verbal recognition during the event

Recognition in print marketing materials

- Logo on postcard (*takeaway at local businesses*)

Recognition in online marketing

- Hyperlinked logo and blurb on website
- Story on social media on event day
- Story + post on social media before the event
- Name listed in local newsletter article thanking sponsors

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2025 SPONSORSHIP OPPORTUNITIES



BRONZE SPONSOR \$1,500

Presence at event

- Table/tent in the Main Stage area
- Verbal recognition during the event

Recognition in online marketing

- Hyperlinked logo on website
- Story + post on social media before the event
- Name listed in local newsletter article thanking sponsors

FRIEND OF PORCHFEST \$100

- Name listed on event website

CHAMPION SPONSOR \$750

- Verbal recognition during the event
- Hyperlinked logo on website
- Group post on social media before the event thanking all Champion Sponsors
- Name listed in local newsletter article thanking sponsors

NONPROFIT SPONSOR \$500

Available to nonprofit organizations only

- Table in the Main Stage area
- Verbal recognition during the event
- Name listed in local newsletter article thanking sponsors

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