



# GLEN ECHO PARK

Glen Echo Park Partnership for Arts and Culture

# 2026 SPONSORSHIP OPPORTUNITIES



*top: summer concerts; middle: art exhibition; bottom: social dance during Labor Day Weekend*



## About Glen Echo Park

**Glen Echo Park is one of the finest cultural resources in the Washington, DC area.**

The Park is home to 13 resident artists & organizations, including two award-winning children's theaters; a nature & aquatic life program for kids; a thriving social dance program; a restored 1921 Dentzel Carousel; numerous art studios and galleries; and hundreds of classes in visual & performing arts, including ceramics, painting, photography, glass, music, dance, and more. These activities, as well as free summer concerts, festivals, and special events bring thousands of visitors to the Park each year.

**Glen Echo Park is managed by the Glen Echo Park Partnership for Arts and Culture.**

## Event Sponsorships at Glen Echo Park

The Glen Echo Park Partnership for Arts and Culture's mission is to present vibrant artistic, cultural and educational offerings at Glen Echo Park and to promote the Park as a unique destination for the region's diverse population.

Each year the Glen Echo Park Partnership celebrates the arts through several FREE public events. These special events attract diverse audiences of all ages who experience dance and music performances, exhibitions, hands-on art making workshops, studio visits, and much more.

**Join our events as a sponsor to help underwrite the expenses of festivals, events, exhibitions, performances, and other free programs for the public. We offer generous print, digital and social media visibility opportunities for all sponsors and supporters of our programs. The Park's larger festivals are attended by 3,000+ people per day, and our marketing reach is 26,000+ local individuals.**



# 2026 SPONSORSHIP OPPORTUNITIES

## 2026 Calendar of Events

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### **Carousel Day: Saturday, May 2nd**

3,000+ attendees

### **Annual Gala in the Park: Saturday, May 16th**

350+ attendees

*(Separate sponsorships available)*

### **Art Walk in the Park: First Fridays, May – August**

Attendance varies

### **Summer Concert Series: Every Thursday, June 11th – August 20th**

Average attendance 200+ per concert

### **Pride Family Day: Saturday, June 13th**

300+ attendees

### **Labor Day Weekend: September 4th - 7th**

Global Rhythms: Saturday, September 5th

350+ attendees

55th Annual Labor Day Art Show: September 4th - 7th

5,000 – 7,000 attendees

*(Separate sponsorships available)*

### **Echo Arts Festival: September 27th**

2,000+ attendees

### **Fall Frolic: October 31st**

500+ attendees

### **Light Up the Holidays: November – December**

Includes Holiday Art Show, Winter's Eve (December 5th with 500+ attendees), and Shop Arts Saturday



# 2026 SPONSORSHIP OPPORTUNITIES

## Large Annual Events

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### PLATINUM SPONSOR

\$7,500

Major sponsorship of one large annual event

\*Only one Platinum Sponsor available for each event

[Choose One: Carousel Day, Echo Arts Festival, Fall Frolic, Light Up the Holidays]

*Gala in the Park and Labor Day Art Show have separate sponsorship opportunities*

Prominent logo/name or ad placement in **all** marketing materials and opportunities:

- Park signage during the event

- Promotional signage before the event (deadlines apply)

- Email marketing (26,000+ subscribers) leading up to the event

- Print recognition on marketing rack cards (deadlines apply) and event schedules

- Social media recognition

- Website recognition on a homepage banner and relevant webpages

- Media release recognition (deadlines apply)

- Listing in annual report and Classes & Events digital catalog for 2027

Stage announcements and recognition

\$500 Facility rental credit

30 Carousel tickets

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### GOLD SPONSOR

\$5,000

Major sponsorship of one large annual event

\*Only one Gold Sponsor available for each event

[Choose One: Carousel Day, Echo Arts Festival, Fall Frolic, Light Up the Holidays]

*Gala in the Park and Labor Day Art Show have separate sponsorship opportunities*

Name/Logo placement in marketing materials and opportunities:

- Park signage during the event

- Promotional signage before the event (deadlines apply)

- Email marketing (26,000+ subscribers) leading up to the event

- Print recognition on marketing rack cards (deadlines apply) and event schedules

- Social media recognition

- Website recognition on relevant webpages

- Media release recognition (deadlines apply)

- Listing in annual report and Classes & Events digital catalog for 2027

Stage announcements and recognition

\$250 Facility rental credit

25 Carousel tickets



# 2026 SPONSORSHIP OPPORTUNITIES

## Large Annual Events

### SILVER SPONSOR

\$3,000

Sponsorship of one large annual event

\*Only one Silver Sponsor available for each event

[Choose One: Carousel Day, Echo Arts Festival, Fall Frolic, Light Up the Holidays]

*Gala in the Park and Labor Day Art Show have separate sponsorship opportunities*

Name/Logo placement in marketing materials:

- Park signage during the event

- Promotional signage before the event (deadlines apply)

- Email marketing (26,000+ subscribers) leading up to the event

- Print recognition on marketing rack cards (deadlines apply) and event schedules

- Social media recognition

- Website recognition on relevant webpages

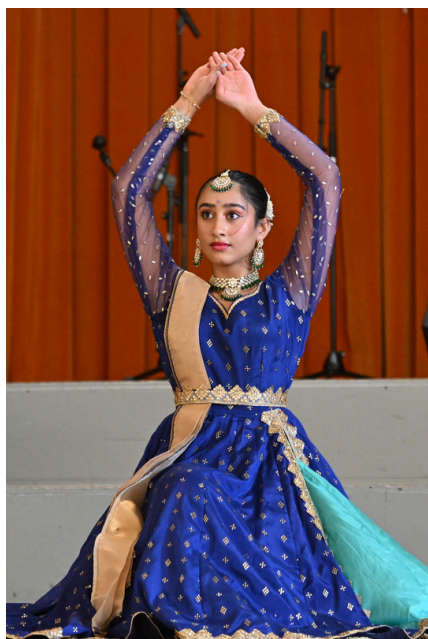
- Listing in annual report and Classes & Events digital catalog for 2027

Stage announcements and recognition

\$200 Facility rental credit

20 Carousel tickets

*\*\*Custom sponsorships are also available for large annual events: Carousel Day, Echo Arts Festival, Fall Frolic, Light Up the Holidays – please inquire at [development@glenechopark.org](mailto:development@glenechopark.org)*





# 2026 SPONSORSHIP OPPORTUNITIES

## Smaller Annual Events

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### BRONZE SPONSOR

\$2,500

Sponsor individual exhibitions, Summer Concerts, Art Walks, or other smaller events

\*Multiple Bronze Sponsorships available for each event

Name/Logo placement in marketing materials:

- Park signage during the event

- Promotional signage before the event (deadlines apply)

- Email marketing (26,000+ subscribers) leading up to the event

- Print recognition on marketing rack cards (deadlines apply) and event schedules

- Social media recognition

- Website recognition on relevant webpages

- Listing in annual report and Classes & Events digital catalog for 2027

Stage announcements and recognition

\$150 Facility rental credit

15 Carousel tickets

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### PEWTER SPONSOR

\$1,000

Sponsor individual exhibitions, Summer Concerts, Art Walks, or other smaller events

\*Multiple Pewter Sponsorships available for each event

Name/Logo placement in marketing materials:

- Park signage during the event

- Email marketing (26,000+ subscribers) leading up to the event

- Website recognition on relevant webpages

- Listing in annual report and Classes & Events digital catalog for 2027

\$75 Facility rental credit

10 Carousel tickets



# 2026 SPONSORSHIP OPPORTUNITIES

## Sponsorship Commitment Form

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Name of Event to Sponsor \_\_\_\_\_

- Platinum Sponsor ..... \$7,500
- Gold Sponsor ..... \$5,000
- Silver Sponsor ..... \$3,000
- Bronze Sponsor ..... \$2,500
- Pewter Sponsor ..... \$1,000

### CONTACT INFORMATION

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_  
(how it should be listed in sponsorship materials)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT INFORMATION

- Send Invoice
- Check payable to GEPPAC (writing a check helps us defray expenses)
- Please contact us to pay by credit card

**Return this form via email, along with your hi-res logo to  
[development@glenechopark.org](mailto:development@glenechopark.org)**