



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

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

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, 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

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, 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, 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

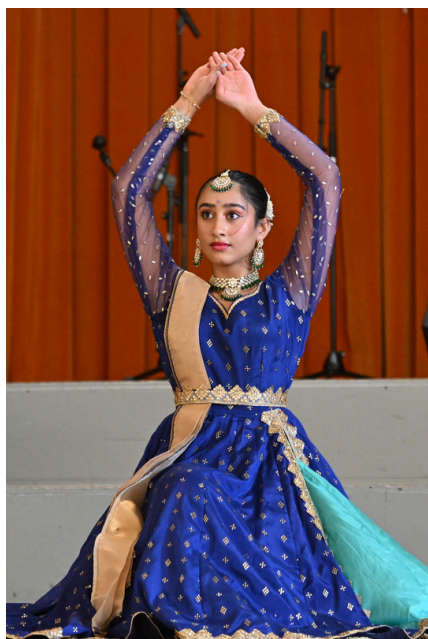
- Listing in annual report and Classes & Events digital catalog for 2027

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*





2026 SPONSORSHIP OPPORTUNITIES

Smaller Annual Events

BRONZE SPONSOR

\$2,500

Sponsor individual exhibitions, Summer Concerts, Art Walks, Fall Frolic, 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

PEWTER SPONSOR

\$1,000

Sponsor individual exhibitions, Summer Concerts, Art Walks, Fall Frolic, 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

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**