



Borough of West Chester Parks & Recreation Department

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Event Sponsorship Invitation – 2026

Dear Potential Event Sponsor,

The West Chester Parks & Recreation Department invites your organization to participate as an Event Sponsor for the 2026 event season. For more than 40 years, our department has delivered a wide range of community programs and events, and we look forward to another vibrant year of music, food, and family-friendly activities.

Sponsorship Benefits

Our sponsorship program provides strong marketing value and community visibility, including:

- Your organization's name or logo on all promotional materials
- Logo placement on official event street banners
- Prime booth placement in high-traffic event areas
- Exposure to regional audiences ranging from 5,000–20,000 attendees
- A linked logo on our department website
- Social media promotion to an audience of more than 13,000 followers

Your support directly enhances each event by helping fund entertainment, activities, and new community offerings.

Customized Sponsorship Opportunities

Sponsorship levels may be tailored to specific events or particular program elements based on your organization's interests. We've listed a few of these opportunities in this packet, but if you would like to explore a customized option, please contact our office—we are happy to accommodate special requests.

A detailed overview of the available sponsorship levels is attached. These levels serve as guidelines and can be customized to best align with your marketing goals.

We hope to welcome you as a valued sponsor and look forward to the opportunity to promote your organization throughout the 2026 season.

Thank you,

Keith Kurowski,
Director of Parks & Recreation
Borough of West Chester

Department-Wide Sponsorship Package Guidelines

Diamond Sponsor – \$10,000

- 10×20 prime booth space at all events
- 10×20 tent, two tables, and four chairs
- Prominent logo placement on all event advertisements and promotional materials
- Logo and link featured on the West Chester Parks & Recreation website
- Logo included on street banners for all major events
(Banners are displayed downtown two weeks prior to each event.)
- Social media promotion on Facebook and Twitter

Platinum Sponsor – \$7,500

- 10×20 prime booth space at two major events and four park-specific events
- 10×20 tent, two tables, and four chairs
- Logo on all event advertisements and promotional materials
- Social media promotion on Facebook and Twitter

Gold Sponsor – \$5,000

- 10×10 booth space at one major event and two park-specific events
- 10×10 tent, two tables, and two chairs
- Logo on all local advertisements and promotional materials for major events
- Social media promotion on Facebook and Twitter

Silver Sponsor – \$4,000

- 10×10 booth space at all park-specific events
- 10×10 tent, one table, and two chairs
- Company name included on advertisements and promotional materials for all major events

Bronze Sponsor – \$3,000

- 10×10 booth space at three park-specific events
- 10×10 tent, one table, and two chairs
- Company name included on advertisements and promotional materials for all major events

Event Categories

Major Events include:

Turks Head Music Festival, Chester County Restaurant Festival, Night Out Against Crime/Touch-A-Truck, Annual Halloween Parade, and Santa at the Square.

Park-Specific Events include:

Movies in the Park, Concerts in the Park, Easter Egg Hunt, and additional events as scheduled.





West Chester Parks & Recreation

2026 Event Descriptions & Event Specific sponsorships concepts

2026 Events & Specific Sponsorship Opportunities

43rd Annual Turks Head Music Festival

Sunday, June 7 (Rain Date: Sunday, June 14)

12:00 PM – 7:00 PM • Everhart Park, 100 South Brandywine Street



The Turks Head Music Festival is a full-day celebration featuring two stages of live music and 70–80 artists, crafters, and nonprofit vendors throughout Everhart Park. Attendees can enjoy a wide selection of fresh food from local restaurants and food trucks. Annual attendance is typically **5,000–6,000+**.

Event Specific Sponsorship Opportunities:

Talent Sponsor – \$5,000

Supports the musical acts selected by the music review committee.

Sponsor Benefits:

- 10×10 booth space
- 10×10 tent with two tables and two chairs
- Logo on all local advertisements and promotional materials for major events
- Social media promotion on Facebook and Twitter
- On stage recognition (Thank You and Shout outs) during the event
 - This takes place numerous times throughout the day

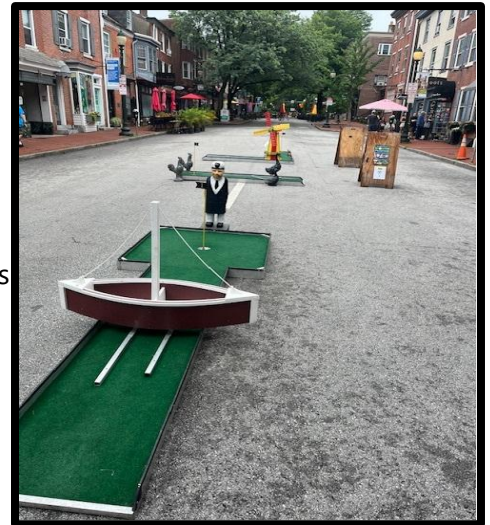
Mini Golf on Gay Street

Saturday, June 20

12:00 PM – 4:00 PM • Gay Street between Matlack & Darlington

Launched in 2024, this unique event brings 18 creative mini-golf holes to downtown West Chester, with approximately 3–4 holes per block.

More than **250 participants** joined last year.



Event-Specific Sponsorship Opportunities:

- *19th Hole Sponsor:* Set up a special “19th Hole” with prizes and giveaways.
- *Three-Hole Sponsor:*
 - Branded signage at three mini-golf holes
 - Logo on all local advertisements and event promotional materials
 - Social media promotion on Facebook and Twitter

Virtual Golf on Gay Street

Friday, May 15

4:00 PM – 8:00 PM • Gay Street (near Gay & Walnut Street)

In partnership with Rapsodo Golf, Dryvebox, and Golf Galaxy, this interactive event features two golf simulators and age-group competitions. In 2025, the prize pool exceeded **\$3,000**.

This year’s event coincides with the **PGA Championship at Aronimink Golf Club**, and two featured par-3 holes will be available for players to test their skills.

Event Specific Sponsorship Opportunities:

Dryvebox Sponsor – \$1,500

Supports event programming and activation

**Dryvebox is a golf studio on wheels... but better.*



Sponsor Benefits:

- 10×10 booth space
 - 10×10 tent with two tables and two chairs
 - Logo on all local advertisements and promotional materials for major events
 - Social media promotion on Facebook and Twitter
 - Ability to meet and engage directly with players and passersby
 - Premier Friday-evening placement during the Open-Air Market
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Night Out Against Crime & Touch-A-Truck

Tuesday, August 4

6:00 PM – 9:00 PM • West Chester Henderson High School Campus



In partnership with the West Chester Police Department, this event combines safety awareness activities with the ever-popular “Touch-A-Truck” experience. Children can explore and interact with dozens of vehicles of all kinds. Typical attendance ranges from **1,000–1,500**.

45th Annual Chester County Restaurant & Food Truck Festival

Sunday, September 20 (Rain Date: Sunday, September 27)

12:00 PM – 5:30 PM • Downtown West Chester

One of the county's largest annual event features food vendors, artisans, entertainment, and three music stages. Attendees can enjoy local cuisine and visit the popular Beer & Wine Garden on North Church Street. Annual attendance exceeds **20,000**.

Event Specific Sponsorship Opportunities:

Talent Sponsor – \$5,000

Supports musical performances for the festival.

Sponsor Benefits:

- 10×10 booth space at one major event and two park-specific events
- 10×10 tent with two tables and two chairs
- Logo on all local advertisements and promotional materials for major events
- Social media promotion on Facebook and Twitter

Annual West Chester Halloween Parade

Wednesday, October 28 • 7:00 PM Step-Off
Downtown West Chester

A beloved community tradition featuring marching bands, dance teams, floats, local groups, and "Candy Stations." Sponsors operate one of five candy stations that thousands of children visit just before the parade begins. Total attendance is typically **10,000+**.



Concerts in the Parks

Movie Nights in the Parks

Fridays at Dusk

- June 12 – Horace Pippin Park
- July 10 – Barclay Park
- August 21 – Hoopes Park

Family-friendly movie nights selected via social media polling.

6th Annual Santa at the Square

Saturday, December 5 (*Rain Date: Sunday, December 6*)

4:00 PM – 6:00 PM • Marshall Square Park

This growing holiday celebration transforms the park with festive décor, crafts, music, food, and more. This ever-growing event (started 2021) has become quite the hit. The center focus is, of course, getting pics with the Big Man in the Red Suit and is pet friendly. Estimated attendance is 1,500+

