

2026 SPONSORSHIP

OPPORTUNITIES

M-NCPPC, DEPARTMENT OF PARKS AND RECREATION, PRINCE GEORGE'S COUNTY

WHO WE ARE

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION, DEPARTMENT OF PARKS

AND RECREATION, PRINCE GEORGE'S COUNTY is one of the premier parks and recreation departments in

the Country. It is the only six-time winner of the National Recreation and Parks Association's National Gold

Medal and recently earned re-accreditation by both the Commission for Accreditation of Park and Recreation

Agencies and the Commission on Accreditation for Law Enforcement Agencies. Providing recreation, parks,

leisure, and environmental stewardship to a community of more than 940,000 residents, the Department of

Parks and Recreation offers programs and facilities designed to meet the needs and interests of patrons of all

ages. Parkland is approximately 11% of the County's total land area. Outdoor festivals, live performances, trips,

self-improvement classes, teen and senior activities, summer camps, fitness and sports programs, art and

nature programs, natural stewardship, historic programs and activities at 26 historic sites, and more than 217

miles of hiker/cyclist/equestrian trails are just a few of the recreation amenities we offer.

We own and operate an impressive number and variety of recreation and leisure facilities including 45

community centers, 203 playgrounds, 308 athletic fields, 5 golf courses, 543 athletic courts, 11 aquatic facilities,

277 parks, 6 senior activity centers, 1 marina, and 1 airport.

WHO WE SERVE

Prince George’s County, Maryland is a vibrant, diverse community of more than 909,000 residents located in the

Baltimore/Washington corridor, bordering Washington, D.C., and 37 miles south of Baltimore. Stretching 35 miles

from northern tip to southern tip, the County includes 487 square miles of land and 12 square miles of water. The

growing population resides in 27 separate municipalities and unincorporated areas and is a mix of urban and

suburban communities.

The 2017 U.S. Decennial Census reflected a five percent population increase since 2010. Prince George’s County

is the third most populated jurisdiction in the Washington metropolitan area. It is one of the most culturally diverse

counties in Maryland with 18% foreign born residents. County residents collectively speak over 150 languages, with

20.8% speaking a language other than English in the home. Residents come from all parts of the world. In 2017,

85% of the County’s residents were either African American, Asian, multiracial or of Hispanic origin. 22.7% of the

population is age 18 years or younger and 10.8% is age 65 or older.

2

YOUR DONATION

Donations are made to our Prince George’s County Parks and Recreation Foundation, which is a 501(c)(3)

nonprofit organization. All contributions are tax-deductible to the extent allowed by law.

TABLE OF CONTENTS

SPRING EVENTS (MARCH, APRIL, MAY)

GLOW WALK/RUN FOR AUTISM	PAGE 4
THE ULTIMATE HBCU EXPERIENCE.....	PAGE 5
KINDERFEST	PAGE 7
TEEN COTILLION	PAGE 9
MONTPELIER FESTIVAL OF HERBS,TEA & THE ARTS	PAGE 10

SUMMER EVENTS (JUNE, JULY, AUGUST)

VOICES OF FAIRWOOD	PAGE 11
CONCERTS AT COSCA: SUMMER MUSIC SERIES	PAGE 12

JUNETEENTH	PAGE 13
SAFE SUMMER LATE NIGHT RECREATION PROGRAM	PAGE 14
TEEN FEST	PAGE 14
SENIOR LINE DANCE PARTY	PAGE 15
SHAKESPEARE IN THE PARKS	PAGE 16
WATKINS SUMMER CONCERT SERIES	PAGE 16

FALL EVENTS (SEPTEMBER, OCTOBER, NOVEMBER)

CELEBRATE AFRICA!	PAGE 17
AMERICAN INDIAN FESTIVAL	PAGE 18
WINTER FESTIVAL OF LIGHTS' TROT FOR A TURKEY	PAGE 18
FIESTA DE LA FAMILIA	PAGE 19
JUG BAY 5K/10K RUN FOR WILDLIFE	PAGE 20
UN-WINE WITH US	PAGE 21

WINTER EVENTS (DECEMBER, JANUARY, FEBRUARY)

WINTER FESTIVAL OF LIGHTS	PAGE 23
IN THE WATER BASKETBALL SHOWCASE	PAGE 24
YEAR ROUND PROGRAMS	PAGES 25-27
KIDS TO CAMP	PAGE 28-29

3

SPRING EVENTS (MARCH, APRIL & MAY)

This event brings together community members to raise funds for the YouFit Scholarship, which supports youth with disabilities in accessing summer camp opportunities. Sponsors will have the opportunity to engage with the disability community and enhance their brand visibility among over 967,000 residents. Additionally, the event aims to foster acceptance of the autistic community and will be held at Watkins Regional Park from 6:45 PM to 9 PM.

5K GLOW WALK / RUN FOR

AUTISM - APRIL 18, 2026

SPONSORSHIP OPPORTUNITIES

INFINITY SPONSORSHIP PACKAGE | \$5,000

Commemorative Glow Walk Sponsorship Plaque presented at the event

Sponsor name mentioned in the event opening ceremony

Full-page flier/ad included in the swag giveaways

Logo placement on the official event website

Logo displayed along event path in 3 locations

Logo on the event shirt (sponsorship commitment must be received by March 16)

10 Sponsor posts in the Disability Services Newsletter reaching 2,000 contacts

Sponsor booth during the event

GLOWING SPONSORSHIP PACKAGE | \$2,500

Commemorative Glow Walk Sponsorship Certificate presented at the event

Sponsor name mentioned in the event opening ceremony

Half-page flier/ad included in the swag giveaways

Logo placement on the official event website

Logo on the event shirt (sponsorship commitment must be received by March 16)

5 Sponsor posts in the Disability Services Newsletter reaching 2,000 contacts

Sponsor booth during the event

GOLD SPONSORSHIP PACKAGE | \$1,000

Sponsor name mentioned in the event opening ceremony

Quarter-page flier/ad included in the swag giveaways

Logo placement on the official event website

Logo on the event shirt (sponsorship commitment must be received by March 16)

Logo and Sponsorship placed at the event check-in table

4

REFRESHMENT STATION SPONSORSHIP PACKAGE | \$600

Sponsor name mentioned in the event opening ceremony

Logo placement on the official event website

Logo and Sponsorship placed on the refreshment and water station tables

5

THE ULTIMATE HBCU EXPERIENCE -

APRIL 18, 2026

The Ultimate HBCU Experience is designed to provide an immersive experience into the rich and vibrant culture of Historically Black Colleges and Universities (HBCUs). Attendees will have the unique chance to explore the essence of HBCU life through a dynamic blend of step shows, guest speakers, and a fashion show. The event will be hosted on Saturday, April 18, 2026 at the Southern Area Aquatics and Recreation Complex and is tailored to offer an authentic glimpse into HBCU traditions, academics, and community life, helping participants envision their own future in higher education. We believe that showcasing the achievements and traditions of HBCUs is crucial for inspiring the next generation of leaders.

VALEDICTORIAN | \$25,000

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor Recognition: Exclusive title sponsor of the 6th Annual HBCU Experience

Opening Moment: Opportunity to deliver welcome remarks or introduce the keynote speaker

Branded Interactive Workshop or Panel: Thought leadership aligned with your mission

Premier Brand Visibility: Logo featured prominently on all marketing materials (digital, print, press)

Dedicated Social Media Campaign: Featured posts + custom promotional video spotlight

On-Site Brand Dominance: Stage signage, large screens, step-and-repeat placement

Premium Engagement Booth: Prime location with lounge-style interaction space

Media Exposure: Inclusion in radio, digital ads, and media interviews

Full-Page Program Ad: Plus featured placement on event website
Named Scholarship Opportunity: Your brand directly connected to student success
10 VIP Passes: Includes exclusive meet-and-greet access
10 Live Acknowledgments during the event

6

THE ULTIMATE HBCU EXPERIENCE SPONSORSHIP OPPORTUNITIES-continued

Major Sponsor Recognition
Panel Participation or Moderation Opportunity
High-Level Logo Placement across marketing platforms
Prominent On-Site Branding
Premium Booth Space in high-traffic area
Media Mentions (radio + social media)
Half-Page Program Ad
Scholarship Support Recognition
6 VIP Passes
7 Event Acknowledgment

HONOR ROLL| \$7,500

Logo placement on website and select marketing materials
Event booth space
On-site signage recognition
Social media mentions
Quarter-page program ad
Scholarship recognition
4 VIP Passes
5 Event acknowledgment

CLASSROOM CHAMPION| \$2,500

Logo on website and event signage
Shared vendor table
Social media mention
Program listing
2 Event passes
3 Event acknowledgment

CAMPUS PARTNER | IN-KIND

Product or service contribution (meals, swag, printing, technology, etc.)

Logo placement on website and select materials

Goodie bag inclusion (if applicable)

Vendor table (as appropriate)

2 General admission tickets

2 Event acknowledgments

DEAN'S LIST | \$15,000

7

KINDERFEST - MAY 2, 2026

Families in the Washington metropolitan area attend one of the most popular events in the area— KINDERFEST. Kinderfest is a day focused on children featuring costumed characters, magicians, live family-friendly entertainment, midway carnival games, the Watkins Park carousel, train, pony rides, hayrides, and delicious food vendors.

SPONSORSHIP OPPORTUNITIES

KINDER MAIN EVENT SUPPORTER | \$5,000

Major visibility beginning with promotional and marketing campaigns coupled with onsite activation to include recognition on our event website and event banners. Option to

High-traffic placement or exhibit space (10 x 10 with table and chairs) for literature and/or promotional item distribution.

Your company banner (provided by you) displayed at a specific venue during the event, giving your company exclusive advertising rights there. (Banner can be no larger than 4'x 5')

Four announcements and a two-minute live promotional address recognizing your company on the main stage.

Four (4) Food Truck Meal Tickets and (4) VIP Parking Passes.

Eight (8) game and ride wristbands for your company guests and friends.

KINDER EVENT SUPPORTER | \$3,000

High visibility beginning with promotional and marketing campaigns coupled with onsite activation to include recognition on our event website and event banners.

Moderate-traffic placement or exhibit space (10 x 10 with table and chairs) for literature and/or promotional item distribution.

Your company banner (provided by you) displayed at a specific venue during the event, giving your company exclusive advertising rights there. (Banner can be no larger than 4'x 5')

Two announcements recognizing your company on the main stage.

Three (3) Food Truck Meal Tickets and (3) VIP Parking Passes.

Five (5) game and ride wristbands for your company guests and friends.

8

Exhibit space (10 x 10 with table and chairs) for literature and/or give away item distribution.

Your company banner (provided by you) displayed at a specific venue during the event, (Banner can be no larger than 4'x 5')

Sponsor recognition (your logo) on our event website (www.pgparcs.com)

Two (2) Food Truck Meal Tickets and (1) VIP Parking Pass.

One (1) game and ride wristband for your company guest or friend.

KINDER FRIEND | \$500

Exhibit space (10 x 10 with table and chairs) for literature and/ promotional item distribution.

Your company banner (provided by you) displayed at a specific venue during the event (Banner can be no larger than 4'x 5')

Sponsor recognition (your logo) on our event website (www.pgparcs.com)

One announcement recognizing your company on the main stage.

Two (2) Food Truck Meal Tickets and (2) VIP Parking Passes.

Three (3) game and ride wristbands for your company guests and friends.

KINDER SUPPORTER | \$1,500

KINDERFEST SPONSORSHIP OPPORTUNITIES- continued

9

TEEN COTILLION - APRIL 26, 2026

Teen Cotillion is a 16-week, co-ed comprehensive program for beaux and debs (ages 15–18). The program operates from February–May culminating with a formal, coming-out gala, where the young adults make their debuts before families and friends. Through a series of workshops, special events, service learning projects, and more, the Teen Cotillion offers leadership and growth opportunities to participants. Career development, etiquette, social skills, and team building activities are included in the program. The Teen Cotillion program involves the entire family and a commitment for both participants and parents.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | \$2,000 & UP

Branding prevalence throughout marketing materials
Four (4) VIP tickets to the Teen Cotillion
Headline our “Salute to Sponsors” section
A two (2) full-page spread advertisement in the Souvenir Program Book
Repeated visual and audio recognition of level of support throughout the Teen Cotillion program
Exhibitor table at the Teen Cotillion Opportunity to lead a week-day workshop or trip
Inclusion in future annual M-NCPPC teen events

DEB OR BEAU SPONSOR | \$1,500

Inclusion in select marketing materials
Two (2) VIP tickets to the Teen Cotillion
Inclusion in our “Salute to Sponsors”
Full-page advertisement in the Souvenir Program Book
Recognition of level of support in the Event Program and announcements

COMMUNITY LEADER | \$1,000

One (1) ticket to the Teen Cotillion
Inclusion in our “Salute to Sponsors”
Half-page advertisement in the Souvenir Program Book
Verbal recognition of level of support at the Teen Cotillion

COMMUNITY MENTOR | \$500

One (1) ticket to the Teen Cotillion

Inclusion in our "Salute to Sponsors"

Quarter-page advertisement in the Souvenir Program Book

IN-KIND CONTRIBUTIONS

In-kind contributions are donations of goods or services in lieu of monetary support. We accept non-monetary gifts as they correlate at or near the value of the above sponsorship levels and benefits.

Indulge your senses! Whether you need to relax or rejuvenate, this festival has something for everyone.

FEATURES INCLUDE

- ★ Blast-in-the-Past, hands-on history playground for kids
- ★ Family Art Activities
- ★ Gardening Talks
- ★ Live Animal Exhibit
- ★ Live Music
- ★ Tours of the historic mansion
- ★ Vendors: Food, Art, Crafts, Herbs, & Plants
- ★ Over 70 acres to explore, including gardens, trails, and a boxwood maze!
- ★ Tea served in the elegant East Wing of the historic mansion, or a tour of the house!

10

MONTPELIER FESTIVAL OF HERBS,

TEA, & THE ARTS - APRIL 2026

SPONSORSHIP CATEGORIES

All the benefits of Art & Nature Lovers and Tea Devotees PLUS

Logo on ads in newspapers

Two (2) complimentary passes to one of Montpelier's special events

Option to have a booth or product display at the festival

Free tour pass for a year

HERB GARDENERS | \$400 & UP

TEA DEVOTEES | \$200-\$399

All the benefits of the Art & Nature Lovers PLUS

Named as sponsor on the festival's web page on pgparks.com

Logo on festival signage and on e-blasts

Two (2) complimentary tickets to a live concert at Montpelier Arts Center

ART & NATURE LOVERS | \$100-\$199

Logo and/or name printed on poster distributed throughout area

Logo and/or name in the official festival program

Four (4) free tour passes

11

VOICES OF FAIRWOOD

This outdoor series of live performances (music and theater) is held at the amphitheater at Fairwood Community Park in Bowie. The series runs June through August and usually includes 5–6 performances. Attendance at the performances varies, usually 1,500–2,000 people. At the end of August, the very popular FAIRWOOD MUSIC FESTIVAL is held and features family fun, multiple live performances, food vendors, and children's activities! More than 1,200 people attended the 2025 Festival.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE SPONSOR | \$2,500

Main Stage Sponsor recognition in radio marketing for concert series (category exclusive)

Company name at an event space for all four concerts with exclusive marketing space (limited availability)

Ad read by emcee at each concert (1-2 minutes, subject to approval)

Sponsor logo on event banner

Table and two (2) chairs provided at all four concerts

Opportunity to bring sponsor tent for all four concerts
Opportunity to provide giveaways and distribute literature at all four concerts
Main Stage Sponsor recognition by emcee at each concert
Main Stage Sponsor title and sponsor logo on event webpage www.pgparke.com
Celebrate Africa Included

LAWN SPONSOR | \$1,000

Ad read by emcee at each concert (1-2 minutes, subject to approval)
Sponsor logo on event banner
Table and two chairs provided at all four concerts
Opportunity to bring sponsor tent for all four concerts
Opportunity to provide giveaways and distribute literature at all four concerts
Sponsor recognition by emcee at each concert
Sponsor logo on event webpage www.pgparke.com
12

CONCERTS AT COSCA:

SUMMER MUSIC SERIES

Summer is here! It's time to bring your friends and family for a series of great concerts and fun for all at the Concerts at Cosca: Summer Music Series. Get there early to snag the best area for your lawn chair or blanket and enjoy the vibes.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE SPONSOR | \$2,000+

Table and two (2) chairs provided at all five concert dates at Cosca Park
Opportunity to provide giveaways and distribute
Company name at an event space for all five concerts with exclusive marketing space (limited availability)
Opportunity to bring sponsor tent for all five concerts
Opportunity to host a branded interactive session during the event
Opportunity to have Premium booth space with a dedicated engagement area

Ad read by emcee at each concert (1-2 minutes, subject to approval)
Main Stage Sponsor recognition by emcee at each concert
Prime logo placement on all event marketing materials (website, flyers, social media)
Sponsor logo on event banner

BACKSTAGE SPONSOR | \$1,000

Table and two (2) chairs provided at all five concert dates at Cosca Park
Opportunity to provide giveaways and distribute literature
Company name at an event space for all five concerts with exclusive marketing space (limited availability)
Opportunity to bring sponsor tent for all five concerts
Opportunity to have Premium booth space with a dedicated lounge area
Recognition by emcee at each concert
Logo placement on all event marketing materials (website, flyers, social media)
Sponsor logo on event banner

GENERAL ADMISSION SPONSOR | \$750

Table and two (2) chairs provided at all five concert dates at Cosca Park
Opportunity to provide giveaways and distribute literature
Sponsor logo on event banner
Recognition by emcee at each concert
Logo placement on event webpage at www.pgparcs.com

GRASS SPONSOR | \$500

Table and two (2) chairs provided at all five concert dates at Cosca Park
Opportunity to provide giveaways and distribute literature
Logo placement on event webpage at www.pgparcs.com

SPONSOR | \$250 OR IN-KIND

Table and two (2) chairs provided at all five concert dates at Cosca Park
Opportunity to provide giveaways and distribute literature

13

JUNETEENTH - JUNE 2026

JUNETEENTH is the oldest nationally celebrated commemoration of the ending of

slavery in the United States. Marking the date that the last enslaved people learned of their freedom, the month of June and the nineteenth day were combined to form the word Juneteenth. From its Galveston, Texas origin in 1865, the observance of June 19th as the African American Emancipation Day has spread across the United States and beyond. JUNETEENTH is an official holiday recognized in over 43 states and the District of Columbia. This free family event is open to the public, and is held rain or shine. As a part of our ongoing mission to provide exciting and unique cultural programming to county residents, the JUNETEENTH celebration is a must-attend event that delights everyone.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE | \$500

Company banner displayed on bandwagon at every concert
Company logo on concert's page on pgparks.com
Main Stage announcements recognizing company's sponsorship

GRASS | \$250

Company logo listed on promotional materials
Main Stage announcements recognizing company's sponsorship

14

TEEN FEST

TEEN F E S T is an annual summer special event for youth ages 10–17. It is the official end-of-school celebration that kicks off the Department's Safe Summer program. It has been in existence since 2010 and draws over 500 youth each year.

SPONSORSHIP OPPORTUNITIES

Sponsoring both SAFE SUMMER and TEEN FEST provides businesses with opportunities to expand their client base, a partnership with a nationally acclaimed government agency, and inspire the next generation of community leaders, artists, scientists, tradesmen, and entrepreneurs. For both programs, businesses can become

corporate sponsors, provide promotional giveaways, prizes and supplies, display business banners, flyers and/or have a display table with product samples, and provide workshop support. In addition, since there is a stage with live entertainment at TEEN FEST, sponsors also have the opportunity to engage the audience.

SAFE SUMMER LATE NIGHT

RECREATION PROGRAM

For fifteen years, the SAFE SUMMER program has provided creative and innovative activities to promote safe lifestyles, healthy habits, natural and cultural

experiences, and lifetime leisure skills, through safe, positive recreational

opportunities for youth and young adults, ages 12–17 and 18–24. The Department

working with community organizations and other youth service providers have

created a safe program of recreational activities meeting the needs of more than

16,000 youth and young adults. As a result of this collaboration, strong relationships between participants, Department staff, and positive role models

from other Prince George's County agencies, have been forged.

SPONSORSHIP OPPORTUNITIES

GOLD | \$5,000 & UP

Logo advertised on the dates of scheduled events

Tent provided by the sponsor and a table at ten (10) Safe Summer events & Teen Fest

SILVER | \$1,000

Logo advertised on the dates of scheduled events

Table for the sponsor at five Safe Summer events

BRONZE | \$500

Logo advertised on the day of a scheduled event

Table at one safe summer event

15

SENIOR LINE DANCE PARTY

Celebrating the National Day of Dance, seniors take to the dance floor and dance!

SPONSOR | \$550

SPONSORSHIP OPPORTUNITIES

Company logo on banner for the stage

Company logo on promotional flyer

Company logo on the Senior Line Dance Party t-shirt

Exhibit table with two chairs

Two (2) breakfast tickets

SENIOR HEALTH & FITNESS

With various activities happening May through September, we promote the well-being of older adults by encouraging them to engage in physical activity, adopt healthy lifestyles, and prioritize their overall health through a wide range of fitness activities and health screenings. Due to the changing needs of these programs each year, customized Monetary and In-Kind Sponsorship opportunities are available upon request.

16

SHAKESPEARE IN THE PARKS

Prince George's SHAKESPEARE IN THE PARKS program provides opportunities

for Prince George's County based directors, designers, actors, and musicians to

share their creativity and expertise with residents of all ages. Production travel

throughout the County during the month of July presenting 12-13 family-friendly

outdoor performances in beautiful parks and historic sites.

Production History: A Midsummer Night's Dream, 2018; All the World's a Stage,

2017; Twelfth Night, 2016; Romeo and Juliet, 2015; A Midsummer Night's Dream,

2014; The Tempest, 2013

SPONSORSHIP OPPORTUNITIES

Company logo on banner

Company logo listed in program

Full page ad (8"x 10") in event program

GOLD | \$1,000

SILVER | \$500

Company logo listed in program

Half-page ad (4"x 5") in event program

WATKINS SUMMER CONCERT SERIES

Musicians and performers from around the Mid-Atlantic area perform throughout

the summer at Watkins Regional Park. The Thursday night, outdoor concerts are

scheduled from June through August and feature talented artists with a diverse

range of musical tastes including jazz, rock, rhythm and blues, and Latin beat.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE | \$1,000

Company banner displayed on bandwagon at every concert

Company logo on concert's page on pgparks.com

Main Stage announcements recognizing company's sponsorship

GRASS | \$500

Company logo listed on promotional materials

Main Stage announcements recognizing company's sponsorship

FALL EVENTS (SEPTEMBER, OCTOBER & NOVEMBER)

CELEBRATE AFRICA! - SEPT. 19, 2026

One of the newest festivals created by the Department of Parks and Recreation, Prince George's County, the Celebrate Africa Festival is an exhilarating celebration of the diverse arts, cultures, and cuisines of the African continent. The inaugural festival, held on October 14, 2018, was created to address the need for arts programming for the growing number of African immigrants residing in Prince George's County. Now, the Fairwood Community Park transforms into an African village of over 1,000 visitors, with artists, musicians, dancers, storytellers, and cuisine from the four corners of the African continent. Experience rousing traditional and contemporary musical performances, participate in drum circles and African dance demonstrations, listen to magical storytelling, learn of the various cultures and traditions, and delight your taste buds with unique foods.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE SPONSOR | \$1,000

Sponsor Exhibit Table or alternative (pre-approved) Activation
Opportunity to provide giveaways and/or print marketing material
Sponsor recognition at the event on main stage
Opportunity to provide welcoming remarks (1-2 minutes)
Logo displayed on event webpage
Logo displayed on event signage or marketing material

CELEBRATED SUPPORTER | \$500

Logo displayed on event webpage
Logo displayed on event signage or marketing material
Opportunity to provide giveaways and/or print marketing material

18

AMERICAN INDIAN FESTIVAL

OCTOBER 2026

The rich and diverse cultures of Native Americans are celebrated at the annual

American Indian Festival. Held every year in the fall, the event features: dancing,

drumming, interactive exhibits, live performances of traditional and contemporary

music, singing, and storytelling. Interactive exhibits and demonstrations include:

archery, artifacts, beading, fingerweaving, flintknapping, genealogy, hand-made

tools, languages, live birds of prey display, multiple native crafts and games, Native

horsemanship, pre-contact life skills, and regalia.

SPONSORSHIP OPPORTUNITIES

MAIN STAGE | \$500

One table and two (2) chairs provided

Opportunity to distribute literature and/or print giveaways

Company banner displayed on bandwagon

Company logo on festival's page on pgparks.com

Main Stage announcements recognizing company's sponsorship

GRASS | \$250

Company logo listed in a randomized selection on promotional materials

Main Stage announcements recognizing company's sponsorship

For more than 30 years visitors to the annual Winter Festival of Lights have been

dazzled by twinkling light displays as they drove through Watkins Regional Park.

Now up to 700 patrons each year have been able to register to walk or run through

the 3.1 mile course to see the dazzling displays up close. Registration fee provide

families in need with a holiday turkey.

SPONSORSHIP OPPORTUNITIES

GOLDEN TURKEY | \$500 & UP

Company logo listed in a randomized selection on promotional materials

Main Stage announcements recognizing company's sponsorship

TROT FOR A TURKEY - NOVEMBER 21, 2026

19

FIESTA DE LA FAMILIA

SEPTEMBER / OCTOBER 2026

Since 1980, the Maryland-National Capital Park and Planning Commission has hosted an annual Hispanic Festival celebrated every September/October. The festival honors Hispanic culture and heritage in Prince George's County and the D.C./Maryland/Virginia area. Attracting thousands of attendees, it features live entertainment, music, dancing, ethnic foods, children's activities, games, arts & crafts, and exhibitions. This year, Fiesta de la Familia will replace the Hispanic Festival and will be held indoors at the Prince George's Sports & Learning Complex.

SPONSORSHIP OPPORTUNITIES

GOLD | \$2,000

Prime location exhibitor space, including (1) table and two (2) chairs

Opportunity to sponsor an activity / activation (ie. Children's Area or Conservation Area)

A live promotional address on the main stage (Your company's representative will be allocated up to two (2) minutes to address the audience.)

Two (2) announcements recognizing your company on stage

Literature distribution at your booth (Sponsors are not allowed to distribute literature elsewhere on the festival grounds.)

Commemorative award Certificate

Your company's name or logo included on the event program

Your company's name or logo featured on the event web page

Your company's name or logo included on the event banners

SILVER | \$1,000

Deluxe location exhibitor space, including (1) table and two (2) chairs

One (1) announcement recognizing your company on stage

Your company's name or logo included on the event program

Your company's name or logo featured on the event web page

Your company's name or logo included on the event banners

Literature distribution at your booth (Sponsors are not allowed to distribute literature elsewhere on the festival grounds.)

BRONZE | \$500

Standard exhibitor space, including (1) table and two (2) chairs

Company marketing literature distributed at the Department of Parks and Recreation General Information booth located at the entrance of the festival

Your company's name or logo included on the event program

Your company's name or logo featured on the event web page

Your company's name or logo included on the event banners

20

This popular annual walk/run takes place at The Maryland-National Capital Park and

Planning Commission's Patuxent River Park and The Maryland Department of

Natural Resources' Merkle Wildlife Sanctuary. The race course takes participants

along the banks of the Patuxent River, and across a 1,000-foot bridge through a

wetland area. Since 1996, the race has been held at this natural area gem.

Hundreds of nature enthusiasts and runners from Prince George's County and the

metropolitan area participate. Proceeds from the walk/run directly support

conservation projects, environmental research, and education in the Patuxent River

watershed. Past projects have included Wood Duck nesting boxes, Osprey tower

construction, Sora Rail research, Bioblitz, and more.

SPONSORSHIP OPPORTUNITIES

WETLAND | \$500+

Company logo included on official race t-shirt

Four (4) complimentary coupons for canoe or kayak rental at Patuxent River Park's Jug Bay Natural Area

Four (4) tickets to a Bowie Baysox baseball game

Free (4) registration for four (4) participants in the 10K/5K race or 3K Fun Walk

Option to display company banner on race day
Option to have a booth or product display on race day

WOODLAND | \$250+

Company logo included on official race t-shirt
Free registration for two (2) participants in the 5K/10K race or 3K Fun Walk
Option to display company banner on race day
Two (2) complimentary coupons for canoe or kayak rental at Patuxent River Park's Jug Bay Natural Area
Two (2) tickets to a Bowie Baysox baseball game

MEADOW | \$100+

Two (2) complimentary coupons for canoe or kayak rental at Patuxent River Park's Jug Bay Natural Area
Two (2) tickets to a Bowie Baysox baseball game

JUG BAY 5K/10K RUN FOR

WILDLIFE - NOVEMBER 7, 2026

21

UNWINE FESTIVAL - SEPTEMBER 26, 2026

The UnWine Festival is more than an event—it's an unforgettable experience that blends live music, local wine and beer tastings, artisans and vendors, and a vibrant community atmosphere. It's where families, friends, and neighbors come together to celebrate the season, and where your brand can shine as a champion of connection and culture. By sponsoring this beloved festival, you'll gain access to direct community engagement, brand visibility, and meaningful recognition—all while supporting a signature event that uplifts local businesses, artists, and experiences.

Whether you're a regional powerhouse or a passionate local business, we offer a

sponsorship level to match your goals and values.

SPONSORSHIP OPPORTUNITIES

GRAND RESERVE SPONSOR | \$15,000

Named as “The UnWine Festival presented by [Your Company]” on all promotional and press materials

Exclusive onsite signage at festival entrance, VIP area, and main stage

Logo on event badges, banners, and digital screens

Custom 60-second radio announcement

Prime exhibitor space with tent, table, chairs, and power

Homepage logo with link on festival website

4 dedicated social media features

Opportunity to speak or host a featured segment during the event

10 VIP festival passes

First right of refusal for 2026

CORK + FORK SPONSOR | \$10,000

Logo on exclusive onsite signage in high-traffic zones (e.g., food court, stage area)

30-second radio announcement mention

Prime exhibitor space with tent, table and chairs • Logo with link on festival website

3 dedicated social media features

Logo on banners, maps, and directional signage

6 VIP festival passes

DECANTER SPONSOR | \$5,000

Branded as Official Beer & Wine Sponsor on select promotional materials

Exclusive signage in the tasting areas and bar service zones

Logo on tasting menus and tent flags

Exhibit space with product sampling (if applicable)

Logo with link on sponsor webpage

2 social media features

Verbal emcee mention throughout the event

4 VIP festival passes

GRAPEFUL GIVER SPONSOR DONATION OF GOODS/SERVICES

BRUSHES + MERLOT SPONSOR | \$2,500

Branded as Official Paint & Sip Sponsor

Exclusive signage in the Paint & Sip lounge/activity area

Logo on easels, aprons, and paint stations (if applicable)

Opportunity to provide branded giveaways or materials

Exhibit space nearby activity area

Logo with link on website sponsor page

1 social media group feature

2 VIP festival passes

UN-WINE FESTIVAL SPONSORSHIP OPPORTUNITIES- continued

Logo on thank-you signage at event and listing on sponsor page

Social media "Thank You" recognition

Exhibit table (as applicable to donation)

Ideal for: wine/beer providers, catering, floral design, art supplies, marketing services, photography, décor, and more

23

WINTER EVENTS (DECEMBER)

WINTER FESTIVAL OF LIGHTS

PRESENTING MAIN LIGHT SPONSOR | \$5,000

Sponsor inclusion in Trot for a Turkey Kick-Off Event

Sponsor inclusion in Bikes and Lights Pre-Event

Illuminated "Presented By" Logo inclusion at select area within Festival of Lights

Sponsor provided Signage at the Main Prominent Display at Festival of Lights

Company Logo on Festival of Lights Webpage

Sponsor Recognition on all Promotional Material

Opportunity to provide swag or print material at opening night

Four (4) Complimentary Season Tickets

TURN UP THE LIGHTS SPONSOR | \$3,000

BRIGHT LIGHT SUPPORTER | \$1,000

Sponsor inclusion in Trot for a Turkey Kick-Off Event

Illuminated Logo inclusion at select area within Festival of Lights

Company Logo on Festival of Lights Webpage

Sponsor Recognition on all Promotional Material

Opportunity to provide swag or print material at opening night

Three (3) Complimentary Season Tickets

Company Logo on Festival of Lights Webpage

Opportunity to provide swag or print material at opening night

Two (2) Complimentary Season Tickets

The 40 Anniversary of our Winter Festival of Lights begins the Friday after Thanksgiving through New Year's Day! Bring a little twinkle to your holidays at this spectacular drive-through event that brings out over 25,000 Prince George's County resident vehicles year after year.
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SPONSORSHIP OPPORTUNITIES

24

IN THE WATER

BASKETBALL SHOWCASE

December 2026, join M-NCPPC at the Show Place Arena & Equestrian Center for an exciting two day basketball showcase highlighting high school boys and girls teams from Maryland, D.C. and Virginia. Become a partner and support young athletes!

SPONSORSHIP OPPORTUNITIES

SLAM DUNK TITLE SPONSOR | \$5,000

Sponsor table and two (2) chairs

Opportunity to provide giveaways at sponsor table

Company logo displayed on jumbotron at both event days

Sponsor recognition over speakers at both event days

Four (4) complimentary tickets

Two (2) VIP parking passes

ASSIST SPONSOR | \$2,500

Advertising banner (provided by company) displayed at event

Company logo displayed on jumbotron at both event days

Sponsor recognition over speakers at both event days

Six (6) complimentary tickets

Three (3) VIP parking passes

Sponsor table and two (2) chairs located in exclusive Slam Dunk Sponsor Location

Opportunity to provide giveaways at sponsor table

BUZZER BEATER SPONSOR | \$1,000

Sponsor table and two (2) chairs

Opportunity to provide giveaways at sponsor table

Two (2) complimentary tickets

One (1) VIP parking pass

JUMP SHOT SPONSOR | \$500 OR IN-KIND DONATION*

Sponsor table and two (2) chairs

Opportunity to provide giveaways at sponsor table

Two (2) complimentary tickets

*Value of in-kind/services must equal or exceed \$500

25

YEAR- ROUND OPPORTUNITIES

ARTS ON A ROLL

Express yourself with our fun and exciting mobile art service. We offer unique

workshops in theatre, dance, music, and visual art for the young and the young-

at-heart. The ideal hassle-free experience; we provide the teaching artists,

supplies, and equipment. You make the art! This service is normally booked by-

request, but there are a number of compensated/free opportunities provided to neighborhoods and communities in need of arts programming and various

community events throughout the County.

SPONSORSHIP OPPORTUNITIES

GOLD | \$5,000 & UP

Logo advertised via magnet on Arts on a Roll mobile vehicle or a sandwich board style sign on the dates of 10 scheduled events.

Receive 10 “thank you” posts to the Arts PG Parks Facebook and Twitter for sponsoring Arts on a Roll with a link to the sponsor’s website or social media account.

Have company logo placed as a sponsor on the Arts on a Roll page on arts.pgparcs.com

SILVER | \$1,000

Logo advertised via magnet on Arts on a Roll mobile vehicle or a sandwich board style sign on the dates of five (5) scheduled events.

Receive five (5) “thank you” posts to the Arts PG Parks Facebook and Twitter for sponsoring the Arts on a Roll with a link to the sponsor’s website or social media account.

Have company logo placed as a sponsor on the Arts on a Roll page on arts.pgparcs.com

BRONZE | \$500

Logo advertised via magnet on Arts on a Roll mobile vehicle or a sandwich board style sign on the dates of scheduled events.

Receive one (1) “thank you” post to the Arts PG Parks Facebook and Twitter accounts for sponsoring the Arts on a Roll with a link to the sponsor’s website or social media account.

Have company logo placed as a sponsor on the Arts on a Roll page on arts.pgparcs.com

FITNESS IN THE PARKS

Fitness in the Parks is a FREE exercise program in parks and natural areas across

Prince George’s County. Exercising outdoors provides an opportunity to be

physically active in a constantly changing environment. While exercise can enhance

your physical health, being connected with your community can help improve your

mental health as well. Fitness in the Parks began in 2016 and more than 300 people

participate annually. The variety of free classes include Boot Camp, Cross Training,

Family Zumba, Line Dancing, and Tai Chi.

SPONSORSHIP OPPORTUNITIES

GOLD | \$5,000 & UP

Logo included on site banners at ALL Yoga in the Parks or all Fitness in the Parks sites

Tent and table provided by the sponsor at all sites during the entire program session

SILVER | \$1,000

Logo included on site banners at three (3) Yoga in the Parks or three (3) Fitness in the Parks sites

Tent and table provided by the sponsor at three (3) sites during the entire program session

BRONZE | \$500

Logo included on a site banner

Tent and table provided by the sponsor at one (1) Yoga in the Parks or one (1)

Fitness in the Parks site during the entire program session

26

27

GET FIT MOBILE UNIT

The Get Fit Mobile Unit is an accessible resource for sports, health, and wellness

programs for residents of Prince George's County. The goal of the mobile unit is to

get the community actively moving! Our mission is to encourage the adoption of

healthy behaviors within our County to reduce chronic disease and increase healthy

outcomes through fitness, sports, wellness and nutritional programs. The Get Fit

Mobile unit launched in spring 2015 and connects with more than 8,000 residents annually.

SPONSORSHIP OPPORTUNITIES

GOLD | \$5,000 & UP

Logo advertised via magnet on Get Fit Mobile vehicle on the dates of scheduled events

Tent provided by the sponsor and a table at 10 Get Fit Mobile event dates

SILVER | \$1,000

Logo advertised via magnet on Get Fit Mobile vehicle on the dates of scheduled events

Tent provided by the sponsor and a table at five (5) Get Fit Mobile events

BRONZE | \$500

Logo advertised via magnet on Get Fit Mobile vehicle on the day of a scheduled event

Tent provided by the sponsor and a table at one (1) Get Fit Mobile event

28

29

30

CLICK HERE TO SUBMIT YOUR SPONSORSHIP INQUIRY

SPONSORSHIP INQUIRY

↓ **CLICK THE LINK BELOW** ↓

THANK YOU!

**FOR MORE INFORMATION PLEASE CALL 301-446-3340 OR EMAIL
PGP-RESOURCE@PGPARKS.COM**