

City of Newcastle

2026 SUMMER

Sponsorship Packages

Connect with thousands of customers and make a positive impact in your community

Join us as a summer sponsor and support Newcastle's vibrant community. Your contribution will enhance six unforgettable events, including Fireworks on the Lake, Concerts in the Park, and Newcastle Days, while showcasing your business or organization.



**Fireworks
on the Lake**
(5,000+ guests)



**Concerts
in the Park**
(3,000+ guests)



**Newcastle
Days**
(4,000+ guests)

Contact: Amy George, Events & Recreation Coordinator
events@newcastlewa.gov | 425.386.4106

Apply: newcastlewa.gov/sponsor





Fireworks on the Lake

Thursday, July 2

Bigger and better than ever, Fireworks on the Lake kicks off with delicious eats from local food vendors and live music to set the mood. The night concludes with a one-of-a-kind fireworks show over Lake Boren!

Concerts in the Park

Weds. July 22 & 29

Aug. 5 & 12

Concerts in the Park brings four weeks of live outdoor music to Lake Boren Park. Grab dinner, relax on the lawn, and enjoy great bands as the community gathers for a fun evening of music, food and summer vibes.



Newcastle Days

Saturday, Sept. 19

Newcastle Days is the community's annual signature celebration. Enjoy the Cars on the Green auto show, live entertainment, community booths, giant inflatables, a craft beer garden, food vendors, and more. It's a full day of fun celebrating Newcastle together.



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2026 Sponsorship Packages

BENEFITS	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Logo on all 3 event street banners	✓			
Logo on all 3 event posters	✓			
Spotlight in City newsletter and social media	✓			
Logo on Lake Boren Park stage banners	✓	✓		
Logo on exclusive volunteer event t-shirt	✓	✓		
Emcee recognition at all 6 events	✓	✓	✓	
Recognition on City website	✓	✓	✓	✓
Promotion on City social media channels	✓	✓	✓	✓
Booth space* with premium venue placement to greet event guests	All 6 summer events plus VIP parking	All 4 concerts and Newcastle Days	One concert and Newcastle Days	Newcastle Days

**Newcastle Days booth space includes everything you need for a successful setup: a 10' x 10' space, popup canopy, table, and chairs. Sponsors also enjoy exclusive early access to select load-in times for a smooth and efficient setup experience as well as complimentary assistance with load out at the end of the day.*

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Join us in making it happen!

Be part of the moments that bring Newcastle together.



Partner with us to connect your brand through events, city communications, and summer-long visibility.

Our Reach By the Numbers

City communications amplify your visibility.



Newsletter

1,750 subscribers
57% open rate



Facebook

4,600 followers



Instagram

2,590 followers



X

1,650 followers



Volunteers

280 participants

@newcastlewa

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2026 Sponsorship Add-Ons

Enhance Your Sponsorship with Exclusive Add-Ons

Boost your brand and elevate the guest experience with special sponsorship opportunities. These add-ons offer high-impact onsite activations and moments of wow that go viral on social media.

Fireworks

Selfie Station

(\$1,000 - one available)
Your brand takes center stage as guests pose with THE plunger that launches the big show!

Fireworks

Welcome Services

(\$1,000 - one available)
Be the trusted brand at the go-to hub for all the guest essentials needed for a fantastic night.

Concerts

Featured Sponsor

(\$500 - 4 available)
Kick off the excitement as the sponsor of special guest activities and introduce the band.

Newcastle Days

Cars on the Green Auto Show

(\$1,000 - 3 available)
Put your brand in the spotlight on participant gear and across regional event promotion.

Newcastle Days

Crew Cruisers

(\$500 - 2 available)
Your brand on the move all day, keeping our Public Works crew rolling across the event.

Have your own idea?

Contact us!

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2026 Sponsorship Add-Ons Perks

Fireworks Selfie Station – Sponsorship Perks

- **Selfie Booth** – Features a fireworks backdrop and THE plunger. Use your own # or ours.
- **Engagement** – Booth space for displays, giveaways, or product sampling.
- **Lead Generation** – Collect visitor info or email signups.
- **Flexible Staffing** – Staff it yourself or use Community Activities Commission staff.
- **Citywide Promotion** – Featured on the city website, social media, and newsletter.

Fireworks Welcome Services – Sponsorship Perks

- **Guest Essentials Hub** – Includes earplugs, glow sticks, kid ID bracelets, water.
- **Engagement** – Booth space for displays, giveaways, or product sampling.
- **Lead Generation** – Collect visitor info or email signups.
- **Flexible Staffing** – Staff it yourself or use Community Activities Commission staff.
- **Citywide Promotion** – Featured on the city website, social media, and newsletter.

Concerts Featured Sponsor – Sponsorship Perks

- **Themed Activities** – Your brand kicks off the excitement before the music.
- **Customization** - Open the show your way with a custom brand introduction.
- **Engagement** – Booth space for displays, giveaways or product sampling.
- **Lead Generation** – Collect visitor info or email signups.
- **Citywide Promotion** – Featured on the city website, social media, and newsletter.

Newcastle Days Cars on the Green Auto Show – Sponsorship Perks

- **Branded Presence** – Logo featured on posters, ballots, dash plaques, t-shirts.
- **Awards Trophy** – Your brand on a trophy for the winners.
- **Stage Spotlight** – Recognition on stage during the awards.
- **Engagement** – Booth space for displays, giveaways or product sampling.
- **Citywide Promotion** – Featured on the city website, social media, and newsletter.

Newcastle Days Crew Cruisers – Sponsorship Perks

- **Brand Visibility** – Your logo rolling across the event all day.
- **Emcee Shoutout** – Live recognition from the main stage.
- **Engagement** – Booth space for displays, giveaways or product sampling.
- **Lead Generation** – Collect attendee info or email signups.
- **Citywide Promotion** – Featured on the city website, social media, and newsletter.

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