



City of Newcastle

# 2025 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**  
(4,000+ guests)



**Concerts  
in the Park**  
(1,000 guests)



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

### Contact:

Amy George, Events & Recreation Coordinator  
[events@newcastlewa.gov](mailto:events@newcastlewa.gov)  
425.386.4106





## Fireworks on the Lake

**Thursday, July 3**

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 breathtaking, one-of-a-kind fireworks show over the stunning waters of Lake Boren!

## Concerts in the Park

**Weds. July 23 & 30**

**Aug. 6 & 13**

The series of four weekly outdoor concerts at Lake Boren Park are an annual tradition drawing families and neighbors together for live music, great food, and community connection.



## Newcastle Days

**Saturday, Sept. 6**

Newcastle Days is the community's signature celebration, offering fun for all ages! Visitors from all over enjoy the Cars on the Green auto show, live entertainment, community booths, giant inflatables, craft beer garden, food vendors, and more.



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<b>BENEFITS</b>	<b>Platinum \$5,000</b>	<b>Gold \$2,500</b>	<b>Silver \$1,000</b>	<b>Bronze \$500</b>
Logo on all 3 event banners above Coal Creek Pkwy	✓			
Logo on all 3 event posters distributed throughout region	✓			
Spotlight in City newsletter and social media	✓			
Logo on Lake Boren Park stage banners displayed all summer	✓	✓		
Logo on exclusive volunteer summer events t-shirt	✓	✓		
Stage announcement at all 6 summer events	✓	✓	✓	
Recognition on City website (newcastlewa.gov)	✓	✓	✓	✓
Promotion on City social media channels	✓	✓	✓	✓
<b>NEW THIS YEAR!</b> Booth space* with premium venue placement to greet event guests	Any/all summer events, plus VIP parking	Any/all concerts and Newcastle Days	Choice of 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.*

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# 2025 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 on the Lake Selfie Station**

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

### **Fireworks on the Lake Welcome Services**

(\$1,000 - one available)  
Be the trusted brand at the go-to hub for guest essentials: ear plugs, glow sticks, kid ID bracelets.

### **Concerts in the Park Themed Activity**

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

### **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 Grand Finale Concert**

(\$750 - one available)  
Take center stage as you introduce the band, with your brand featured in all concert promotions.

**Don't Miss Out!** Discover how these exclusive add-ons can spotlight your business and enhance your impact. Explore these opportunities now at [bit.ly/NewcastleSummerSponsor](https://bit.ly/NewcastleSummerSponsor). Have your own idea? Contact us!

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