PRESCOTT PARK

ARTS FESTIVAL

ON THE WILCOX® MAIN STAGE

2026 Sponsorship Brochure

An anchor arts organization with a rich history of serving the Seacoast Community of New Hampshire, Maine, and Massachusetts.

www.PrescottPark.org

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ABOUT US

PPAF

Since 1974, Prescott Park Arts Festival has enriched the Seacoast community through music, art, theatre, dance, education, and children's events on the banks of the Piscataqua River in Portsmouth, NH. The mission of the Prescott Park Arts Festival is to inspire a love for the arts across generations in an inclusive community space that ensures access for all.

In order to serve and include all community members, the Festival has firmly maintained a recommended donation policy, allowing many to experience their first live performance at Prescott Park for an optional $8-$20. No one is ever turned away.

EVERYONE HAS A HOME HERE.

MUSICAL THEATRE

The Festival's signature event, its annual family-friendly musical production, presented four nights A week all summer long utilizing local and regional actors, musicians and technicians.

CONCERT SERIES

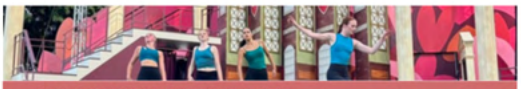
Multiple nights per week throughout the season, the PPAF stage is graced by artists from a wide range of genres representing an intentional mix of world-class and Grammy Award winning musicians and emerging artists.

CAMP ENCORE!

Our multi-session youth theatre where 260+ kids ages 6-17 gain valuable teamwork skills, experience in theatre arts, and build confidence. Each session culminates with a fully staged musical performance on the PPAF stage.

MOVIE NIGHT SERIES

Family-friendly movie classics under the stars bring the fun of summer nights and outdoor movie screens to a new generation of viewers.



COMMUNITY SHOWCASES

Local organizations have the opportunity to present on the park stage where they can gain exposure to large audiences and professional performance opportunities.

JOSIE'S FAMILY JAMS

A brand new series for kids and their families. Named in honor of one of the Prescott sisters, Josie, this series delivered fun, family-friendly entertainment for all ages.

FOOD FESTIVALS

PPAF's food festivals include the annual Chowder and Brew Festivals highlighting local food and drink industry partners to nearly 2,000 residents and visitors per event.

ARTS IN PROSPERITY STUDY

Based on surveys taken through the Arts in Prosperity 6 study, it was determined **Prescott Park Arts Festival contributes over $5.1 million to the local economy.**

CHARITY NAVIGATOR RATING 96%

Charity Navigator

FOUR-STAR CHARITY

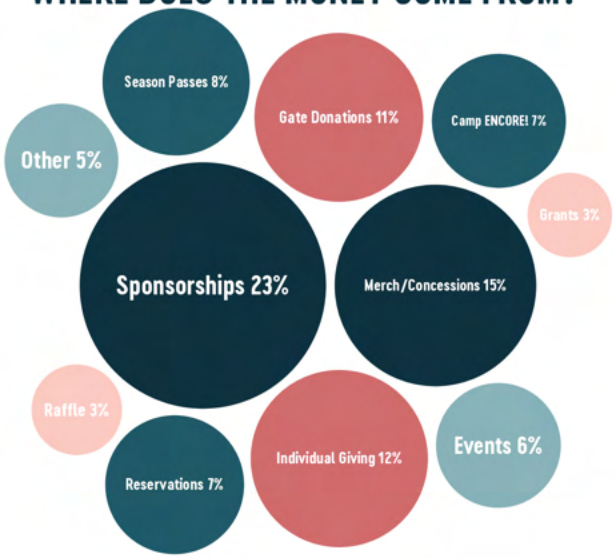
BENEFITS OF PARTNERSHIP

impact
popularity
marketing
gathering
association
loyalty
connection
visibility
access
culture
leverage
community
morale
support

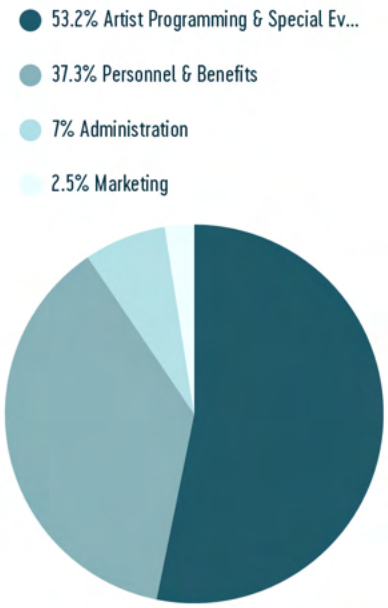
CORPORATE SPONSORSHIP

Making up the Festival's largest single source of revenue, sponsors invest in our community by helping to bring quality arts and cultural programming to everyone regardless of ability to pay. Sponsors support local artists and professionals, inspire children who experience musical theatre for the first time, and provide families with an affordable option for an evening's entertainment. Our sponsors help to create that community gathering space where everyone can connect.

WHERE DOES THE MONEY COME FROM?



WHERE DO SPONSORSHIP DOLLARS GO?



OUR IMPACT

150K
Arts Festival Attendees

900+
Family-in-Need Passes Donated

485
Artists Employed

5.1M* $$ THE FESTIVAL CONTRIBUTES TO THE LOCAL ECONOMY EACH YEAR.

*statistic from the Arts in Prosperity 6 study

IN 2025, WE MADE THIS POSSIBLE **TOGETHER.**

DONOR IMPACT

8 WEEKS OF THEATER CAMP
for 330+ kids
ages 6-17

100% OF CAMP SCHOLARSHIP REQUESTS MET
Plus we partner with KEY Collective to better reach low-income families

ASL-SUPPORTED PERFORMANCES
One concert
Multiple shows of the musical

OUR GENEROUS DONORS HAVE PROVIDED

900+ SEASON PASS BUTTONS DONATED
PPAF's Family-in-Need Program

35% OF THE FESTIVAL'S REVENUE
Made possible by Individual Donors, People for the Park (lead stewards) and Corporate Sponsorship

OPEN CAPTIONS FOR MOVIES
All Movies were with captions to support our Deaf and Hard of Hearing audience

Our recommended donation model keeps the Arts Festival accessible, which is at the heart of our mission.

This must be underwritten, as gate donations cover only about 10% of what it takes to operate the Festival for a year.

2026 SEASON SPONSORSHIP LEVELS

	PLATINUM $12,500	GOLD $8,500	SILVER $5,000	BRONZE $3,000
LOGO PROMOTION • Website • Emails • Park Signs	✓	✓	✓	✓
SPONSOR LANYARDS • For staff/ family • Bypass gate donation	20 LANYARDS	16 LANYARDS	10 LANYARDS	6 LANYARDS
VIP TABLES • Specified # • Reservation required	20 TABLES PER SEASON	15 TABLES PER SEASON	9 TABLES PER SEASON	6 TABLES PER SEASON
ADVERTISEMENTS • 7,000 Season Programs printed • Plus digital	FULL PAGE COLOR	1/2 PAGE COLOR	1/2 PAGE B&W * UPGRADE TO COLOR FOR $500	1/4 PAGE B&W * UPGRADE TO COLOR FOR $500
EXTRA BENEFITS	ON-STAGE RECOGNITION AT EVERY SHOW *LOGO INCLUDED ON HIGHLY VISIBLE MARCY ST. SIGN	*LOGO INCLUDED ON HIGHLY VISIBLE MARCY ST. SIGN		

PLATINUM TITLE SPONSORSHIPS

Includes Platinum-level benefits (see pg 6); individually priced.

MAIN STAGE SPONSOR — SECURED

- Light gobo of logo onstage
- Co-branding recognition with every mention of "Main Stage"
- Mentions on 92.5 The River
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at a show
- Social Media and Marketing

CONCERT SERIES SPONSOR — SECURED

- Light gobo of logo onstage and VIP tables
- Co-branding recognition with "Concert Series"
- Acknowledgement from stage for every show
- Mentions on 92.5 The River
- Social Media and Marketing

SEASON MUSICAL SPONSOR — SECURED

- Light gobo of logo onstage and VIP tables
- Co-branding "Presented by" recognition
- Private Dress Rehearsal
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at a show
- Mentions on 92.5 The River

MOVIE NIGHT SPONSOR — SECURED

- Chance to show 30 second video before each movie
- Co-branding "Presented by" recognition
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at a show

VIP SEATING SPONSOR — SECURED

- Light gobo of logo onstage
- Logo on table numbers
- Opportunity to brand hospitality items
- Acknowledgement from stage for every show
- Mentions on 92.5 The River

HOUSING SPONSOR | $15,000

- Exclusive housing sponsor for the musical team
- Co-branding recognition as "housing sponsor" of musical
- Acknowledgement from stage for every musical
- Opportunity to give a welcome speech at a musical

CAMP ENCORE! SPONSOR — SECURED

- Company Name/Logo on Camp ENCORE! T-shirts distributed to all 330+ campers
- On-Stage welcome opportunity prior to camp performances
- Co-branding "Presented by" recognition
- Recognition on PPAF's Camp ENCORE! webpage and all camp show reservation emails

FAMILY-IN-NEED SPONSOR — SECURED

- Acknowledgement in Season Pass brochure and on website as Family-in-Need Sponsor
- Unlimited Chair Rentals
- Recognition on all Family-in-Need materials

GOLD TITLE SPONSORSHIPS

Includes Gold-level benefits (see pg 6); individually priced.

SECURED

LEGO TABLE SPONSOR

- Logo on highly visible Lego Table
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at a show

SECURED

COMMUNITY SHOWCASES

- Sponsor performance series for local arts groups on main stage.
- Acknowledgement on all materials and promotion.
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at a show

PENDING

ACCESSIBILITY SPONSORS

- Co-branding on all accessible performances
- Recognition in all digital and print materials, plus on-site signage at accessible shows
- Acknowledgement from stage for every show
- Opportunity to give a welcome speech at an accessible show

BEST SEAT IN THE HOUSE SPONSOR | $25,000

- Logo on highly visible couch in the center of the lawn
- Co-branding "Sponsored by" recognition
- Opportunity to provide branded "swag bag" for patrons who reserve the Best Seat
- Social Media and Marketing

PENDING

BLANKET SPONSOR

- Logo on all PPAF blankets available for purchase at all events
- Acknowledgement from stage for every show
- Unlimited free chair rentals

SECURED

POPCORN SPONSOR

- Branded sticker/ coupon on each popcorn bag "free popcorn courtesy of"
- Recognition in all marketing materials

PENDING

DANCE FLOOR SPONSOR

- Logo on highly visible dance floor area on lawn close to stage
- Acknowledgement on all promotions for the Dance Floor
- Acknowledgement from stage for every show
- Co-branding in all mentioned of the Dance Floor

MUSICAL SET SPONSOR | $15,000

- Acknowledgement from stage for every show
- Opportunity to give welcome speech prior to a musical performance
- Social media recognition highlighting your business as the Musical Set Sponsor

EVENT, SHOW & SERIES SPONSORSHIPS

ASK FOR MORE DETAIL

JOSIE'S FAMILY JAMS

One Presenting Sponsor - SECURED
GOLD Level Benefits PLUS*

Three Industry-Exclusive Sponsors | $5,000
BRONZE Level Benefits PLUS*

*SIGNIFICANT VISIBILITY WITH BENEFITS INCLUDING RECOGNITION ONLINE, ON STAGE, AND IN ALL PROMOTION OF THE SERIES.

ASK FOR MORE DETAIL

RAIN OR SHINE SERIES

One Presenting Sponsor- SECURED
GOLD Level Benefits PLUS*

Three Industry-Exclusive Sponsors | $5,000
BRONZE Level Benefits PLUS*

*SIGNIFICANT VISIBILITY WITH BENEFITS INCLUDING RECOGNITION ONLINE, ON STAGE, AND IN ALL PROMOTION OF THE SERIES.

SHOW SPONSORSHIPS | $20,000 - $2,500

BASED ON SELECTED PERFORMANCE

- EXCLUSIVE SPONSORSHIP OF A CONCERT IN THE CONCERT SERIES OR ANOTHER PERFORMANCE IN THE SEASON
- COMPANY PROMOTION ON ALL PRESS AND MARKETING OF CONCERT INCLUDING WEBSITE, SOCIAL MEDIA, AND EBLASTS
- MENTION FROM STAGE AS THE EVENING SPONSOR AND SPECIAL SEASON PROGRAM INSERT
- MENTION ON 92.5 THE RIVER AS THE EVENING SPONSOR OF THE CONCERT (FOR CONCERTS ONLY)
- RESERVED LAWN SPACE AT YOUR SPONSORED PERFORMANCE

*ACT NOW TO MAXIMIZE VISIBILITY AND SELECT YOUR SHOW BEFORE PUBLIC ANNOUNCEMENTS THIS SPRING!

CHOWDER FESTIVAL SPONSOR

ASK US ABOUT LEVELS, BENEFITS, AND OPPORTUNITIES

NH BREWFEST SPONSOR

ASK US ABOUT LEVELS, BENEFITS, AND OPPORTUNITIES

JOIN THE FESTIVAL FAMILY AS A SPONSOR!

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