

THE WATERFRONT
Alliance
gig harbor, wa

2026 SPONSORSHIP GUIDE



WHY BECOME A SPONSOR WITH US?

The Gig Harbor Waterfront Alliance is a 501(c)(3) non-profit. As a nationally accredited Main Street Program, our focus is small business support, economic vitality and community engagement.

Just a few of our 2025 accomplishments are listed below, and we couldn't have done it without our amazing sponsors! We hope you'll consider partnering with us in 2026 to help maintain the heart of Gig Harbor - the historic waterfront district.

FARMERS MARKET

\$20K IN SMALL BUSINESS GRANTS

LIGHTING PROJECTS

FLOWER BASKETS

COMMUNITY ART INSTALLATIONS

4 FREE COMMUNITY EVENTS



“It’s an honor to donate—the Alliance helps our local small businesses to thrive and makes Gig Harbor a really fun place to live. “

Chuck Meacham, The Meacham Foundation

**WE SUPPORT...
130 DOWNTOWN
BUSINESSES**

**7 MAJOR
EVENTS**

300+ VOLUNTEERS

**6 COMMUNITY
PROJECTS**

WATERFRONT FARMERS MARKET

GIG HARBOR

May - August 2026
Skansie Brothers Park

A festive market right on the waterfront, filled with farms, artisans and crafters. Runs for 15 weeks, every Thursday May - August.



1 \$5,000
PREMIER

- Logo on promotional and marketing materials
- Logo & recognition on Farmers Market website

SOLD

ConeSTOGA WEALTH PARTNERS

- Speaking role at opening day market
- Logo displayed on pull up sponsor banner displayed at each market

1 \$3,500
ENTERTAINMENT

- Logo on promotional and marketing materials
- Logo & recognition on Farmers Market website

SOLD

MEACHAM FOUNDATION

- Logo displayed on pull up sponsor banner displayed at each market
- Opportunity to play at the market

2 \$3,000
MARKET SHUTTLE

- Logo on promotional and marketing materials, including shuttle
- Logo & recognition on Farmers Market website

SOLD



BBQZU

- Logo displayed on pull up sponsor banner displayed at each market

1 \$3,000
KIDS CORNER

- Logo on promotional and marketing materials, including canopy
- Logo & recognition on Farmers Market website

SOLD

COMMENCEMENT BANK

A local bank. A world of possibilities.

- Logo on marketing materials, including reusable market bag
- Logo & recognition on Farmers Market website

SOLD

Rotary Club of Gig Harbor



- Logo displayed on pull up sponsor banner displayed at each market

2 \$1,500
OPERATIONS

- Logo on marketing materials
- Logo & recognition on Farmers Market website

SOLD

Timberland Bank



Konvex Wealth

- Logo displayed on pull up sponsor banner displayed at each market



May - August 2026

A festive market right on the waterfront, filled with farms, artisans and crafters. Runs for 15 weeks, every Thursday May - August.



IN-KIND SPONSORSHIP OPPORTUNITIES

New for 2026, the Gig Harbor Waterfront Alliance is offering 15 in-kind sponsorships tied to the Waterfront Farmers Market! Local businesses and nonprofits can sign up to provide 6-8 volunteers to assist with vendor load-in and set-up from 10:30 AM-12:30 PM on the Thursday market of their choice. In return, your group will receive a complimentary booth at the market for the day, giving you a chance to showcase your business while supporting one of Gig Harbor's most beloved community events.

NEW

15

IN-KIND

- Logo on promotional and marketing materials
- Logo & recognition on Farmers Market Website
- Community newsletter shout out to 6,000+ distribution list
- Booth for a day at the Farmers Market
- Surprise appreciation gift

LEI'D BACK LUAU

gig harbor waterfront alliance

Friday, May 15th 2026

Enjoy a fun evening of dancing, dinner and fun at this year's Hawaiian inspired fundraiser. Proceeds benefit the Alliance small business grant program.



1 \$5,500
PLATINUM

- Table for 10 in front of room
- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Opportunity to speak at fundraiser
- Ability to hang banner at the event (sponsor provided)
- Logo on website

1 \$3,500
GOLD

- 4 complimentary tickets to fundraiser
- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Special recognition
- Logo on website



1 \$2,500
SILVER

- 2 complimentary tickets to fundraiser
- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Logo on website

1 \$1,500
BRONZE

- 2 complimentary tickets to fundraiser
- Logo on promotional and marketing materials
- Logo on website

3 \$500
COPPER
REMAIN

- Logo on promotional and marketing materials
- Logo on website



Limited reserved tables will be available for purchase. Please contact executivedirector@ghdwa.org for more details.



One of our most popular events! 500 participants will enjoy tasting a variety of special chowders and soups prepared by waterfront restaurants during this early spring event!



Saturday, March 7th 2026

1 \$5,000
PREMIER

- Ability to have a booth or table at check in for the event
- Local promotional and marketing materials
- Local community newsletter shout out to 6,000+ distribution list
- 2 complimentary tickets to the event

SOLD

Julia
RUNYAN



May - September 2026

Help us keep Gig Harbor beautiful all summer long! Your sponsorship supports our volunteer watering team and watering truck that waters our beautiful flower baskets from Memorial Day to Labor Day!



1 \$2,000
PREMIER

- Logo on banner on watering truck all season long
- Local promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list

SOLD **Timberland Bank**

Pints, Myths and Maritime Spirits is a popular ticketed walking tour that runs the 2nd Thursday of every month. Summer walking tours run every Wednesday at Saturday from June - August. Thank you to our volunteer guides!



Sponsor our year 'round tour and our free summer walking tours!



1 \$5,000
PREMIER

- Logo on promotional and marketing materials
- Logo & recognition on our website
- Logo on newsletter sent to 6,000+ distribution list
- Logo on branded with Alliance logo gear
- 2 complimentary Pints, Myths & Maritime Spirits tickets



October 31st 2026

Ghosts, ghouls and goblins love this free community event! Thousands of families descend upon downtown to trick or treat in a fun, safe environment from 3-6pm.



1 \$1,000
TRICK OR TREAT BAG

- Logo on promotional and marketing materials
- Logo & recognition on our website
- Logo on newsletter sent to 6,000+ distribution list
- Booth/table at the event



1 \$1,000
SWEET TREAT

- Logo on promotional and marketing materials
- Logo & recognition on our website
- Logo on newsletter sent to 6,000+ distribution list
- Booth/table at the event





Self Guided Passport Tour - Spring 2026

Brand new event alert! Sponsor this exciting passport program designed to get locals and their friends out and about in the harbor! Each passport stop will include unique Gig Harbor trivia questions and participants who complete their passport will receive a free gift!



NEW

1 \$5,000
PREMIER

- Logo printed on 500 custom designed passports for the event
- Logo printed on coffee mug swag item to be gifted to participants
- Logo on Waterfront Waterfront Alliance website
- Logo on all promotional marketing materials
- Community newsletter shout out to 6,000+ distribution list

SOLD **Windermere**
REAL ESTATE

WINDERMERE PROFESSIONAL PARTNERS

HOLIDAY VILLAGE

December 2026 at Ancich Park

A chance to shine this holiday season! A series of holiday inspired lighted photo vignettes open the 3 weeks leading up to Christmas, including free photos with Santa open to community members of all ages!



1 \$20,000
PREMIER

- Custom designed event banner with logo.
- Prominent logo placement on all event materials
- Booth space for the duration of the event
- Inclusion in the 2026 Guide released for Alliance + Visit Gig Harbor
- Sponsor shout out/thank you
- Community newsletter shout out to 6,000+ distribution list
- Chamber/Visit Gig Harbor newsletter promo to 3,000+ distro list
- Holiday ad media placement through Visit Gig Harbor
- 4 complimentary tickets to an Alliance event of your choice.

SOLD **MultiCare**

A free community art event where thousands of people line the sidewalks to create chalk drawings and enjoy a day along the waterfront. An interactive art walk & community art project round out the unique event!



Saturday, August 15th 2026



1 \$5,000
PREMIER

NEW

1 \$3,000
COMMUNITY ART

NEW

1 \$1,500
ACTIVITIES

NEW

2 \$500
REMAIN
CHALK

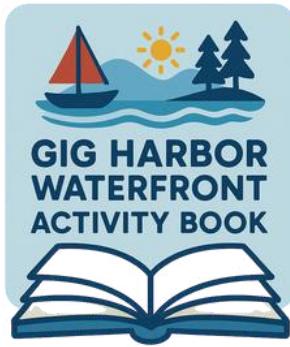
- Booth located at Skansie Park during the event
- Logo on promotional and marketing materials
- Logo on website
- Community newsletter shout out to 6,000+ distribution list
- Logo co-branded with Alliance logo on community art project placard with project

- Table located at site of community art project during event
- Logo on promotional and marketing materials
- Logo co-branded with Alliance logo on placard with project
- Logo on website
- Community newsletter shout out to 6,000+ distribution list

SOLD • Logo on promotional and marketing materials
• Logo on website
• Community newsletter shout out to 6,000+ distribution list

- Logo on website
- Logo on website
• Community newsletter shout out to 6,000+ distribution list

CURATED
GIG HARBOR



April 2026

NEW

1 \$3,000
PREMIER

- Logo on promotional and marketing materials
- Opportunity to help serve cookies & cocoa at the event
- Newsletter shout out to 6,000+ distribution list
- Full page advertisement in activity book

Cookies
★ & COCOA

Saturday, December 5th 2026
at the Skansie Park Tree Lighting



2 \$1,500
COOKIES & COCOA

- Logo on promotional and marketing materials
- Opportunity to help serve cookies & cocoa at the event
- Newsletter shout out to 6,000+ distribution list
- Opportunity to help serve cookies & cocoa at the event

SHOP *the* **HARBOR** *Holiday Launch Party*

Get ready to sparkle and celebrate—Shop the Harbor is Gig Harbor's ultimate holiday launch party! ✨ This festive evening kicks off the holiday season in style, bringing friends and neighbors together for a day and night filled with shopping, laughter, and plenty of holiday cheer.

Saturday, November 14th, 2026

1 \$3,000

FESTIVITY SPONSOR

- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Booth/table at event check in
- Logo on website

1 \$3,000

VIP LOUNGE

- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Booth/table at the VIP lounge
- Logo on website



NEW

1 \$1,000

PHOTO EXPERIENCE

- Logo on promotional and marketing materials
- Logo & recognition on our website
- Community newsletter shout out to 6,000+ distribution list
- Booth/table at the event

sip & stroll

ALONG GIG HARBOR'S WATERFRONT

Gig Harbor's favorite wine walk! Enjoy sips and small bites as you stroll along Gig Harbor's historic waterfront, tasting wines from local businesses!



April or Oct 2026 - Dates TBD

1 \$3,000
PREMIER

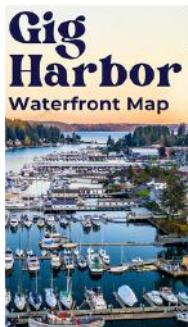
NEW

1 \$2,000
CULINARY

- Logo on commemorative tasting glass
- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Logo on website
- Optional table at check in

SOLD
**PATRIOT
ROOFING**
Dedicated to You & Your Home

- Logo on promotional and marketing materials
- Community newsletter shout out to 6,000+ distribution list
- Logo on website
- Optional table at check in



Shop, Explore & Dine
Along Gig Harbor's
Waterfront

The Gig Harbor Waterfront Alliance Waterfront Map is a free guide designed for both visitors and residents to explore the historic waterfront district. This widely popular map highlights local shops, restaurants, attractions, and historic sites, making it easy to discover everything the harbor has to offer. Whether you're strolling the shoreline, shopping downtown, or learning about Gig Harbor's maritime heritage, the map is a go-to resource for experiencing the best of the waterfront.

1 \$1,500
JAN-JULY

- Full back page ad on the map for your business
- Logo on promotional and marketing materials
- Logo on website
- Community newsletter shout out to 6,000+ distribution list

SOLD
infinity
REAL ESTATE

1 \$1,500
JUN-DEC

- Full back page ad on the map for your business
- Logo on promotional and marketing materials
- Logo on website
- Community newsletter shout out to 6,000+ distribution list

SOLD
infinity
REAL ESTATE

B&O TAX CREDIT PROGRAM



HOW DOES THE PROGRAM WORK?

MAKE A DONATION TO THE WATERFRONT ALLIANCE AND RECEIVE A 75% CREDIT ON YOUR B&O TAXES THE NEXT YEAR.

- If your business pays B&O you are eligible
- Register your pledge to donate on the DOR website in the amount of your choice
- Send a check to the Alliance by Nov 1st
- A B&O tax credit will show on your DOR account starting in Jan of the next year
- The federal tax deduction can be taken in the same year



THE WATERFRONT
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LEARN
MORE



"We are proud to support the Waterfront Alliance for the work they do to make our local businesses stronger. Leveraging the B&O Tax Credit allows us to quadruple our support and send more funds back into our community."

- Reid Ekberg, President, Pilkey, Hopping & Ekberg Insurance



**Become part of
something WONDERFUL...**

WONDERFRONT PARTNERSHIP PROGRAM

Join the Gig Harbor Waterfront Alliance as a “Wonderfront Partner” to help unite the community and Waterfront District stakeholders to encourage economic vitality and preserve historic character!

MORE INFO



1 Donate once or donate annually to unlock early access to our most popular programs.



Alliance THE WATERFRONT
gig harbor, wa

SUPPORTING THE HEART AND SOUL OF GIG HARBOR



SUPPORTING SMALL BUSINESSES HAS NEVER BEEN EASIER!

In 2024, the Gig Harbor Waterfront Alliance awarded \$20,000 in grants to small businesses in the waterfront district, the heart of Gig Harbor. In 2025 we are looking to do the same!

The Grant Program seeks to support businesses with funds for facade improvements, lighting, landscaping, event support, mural art etc.

To learn more or make a donation visit www.ghdwa.org/grant-program

**When making a donation, you'll do so through our Waterfront Partnership Program. After you select the dollar amount to donate, be sure to select "grant program" from the drop down options.*

Doing so will ensure your funds will be allocated directly to the grant program.



Peninsula Light Co.

THE WATERFRONT
Alliance
gig harbor, wa

DONATE