



2025

Sponsorship *and* Marketing Opportunity Guide

Contact

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Who We Are



The Portsmouth Partnership is a group of volunteer business, professional and civic leaders who are committed to Portsmouth's economic development in the broadest possible sense. The mission of the Portsmouth Partnership is to promote economic growth, leadership and education within the city of Portsmouth.

Over the years, under our affiliate company PortsEvents, the Partnership has launched a number of cherished community events that still operate today. These include the Cock Island Races, Olde Towne Portsmouth Farmers, Market, First Fridays, etc.



Our latest initiative is the launch of the Virginia Main Street Program. We envision Olde Towne as the vibrant heart of Portsmouth, a walkable, inclusive destination where history, creativity, and community come together. It's a place alive with art, culture, and commerce; where local businesses thrive, public spaces invite connection, and every street

leads to meaningful experiences along the waterfront. Through thoughtful preservation and placemaking, we aim to inspire pride, attract visitors, and cultivate a strong, resilient environment where small downtown businesses can grow and succeed.

High Street Fest is both a kickoff of our Main Street initiative as well as an opportunity to highlight the best of Olde Towne.

About The Event

High St Fest is an established brand that generated 3,000 attendees on arguably the hottest Saturday of the summer, 2024.

This event is a strong partnership between the city, business owners, nonprofit organizations, and existing Saturday High Street activities.

Held during the height of High Street's lively activities, this street event will treat attendees to mouthwatering bites from local eateries, perfectly paired with your favorite spots to grab a drink. Come hungry and ready to indulge!

Target Audience: Calling all music fans, dedicated foodies, festival lovers, and those just looking for a fun Saturday out, High Street Festival brings a little something for everyone. Centrally located in downtown Portsmouth, this event will attract attendees from the Peninsula and all over Southside Hampton Roads.



Event Highlights

Saturday, October 18th, 2025
12–5 pm

High Street, Portsmouth
A closed-street festival over
five blocks in Olde Towne.

2 stages of all-day, LIVE
musical entertainment
featuring **ARTIST ARTIST**
ARTIST and more!

The best of local street food
enjoyed within a "Designated
Outdoor Refreshment Area."

LIVE music experience

10,000+ attendees



Pre-Event Marketing

Title sponsor's logo included wherever event logo appears.

Inclusion in all print, digital, and tv/radio media and advertising.

Onsite Marketing

Title sponsor's logo prominently featured throughout the event.

Opportunity for onsite promotional activity, engaging attendees throughout the event.



Sponsor Benefits



Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

1

Brand Alignment

As the kickoff to the revitalization of Olde Towne, this event will align your company with community growth, visibility, and authenticity—building trust and lasting connections with customers.

2

Community Impact

Supporting the High Street Fest demonstrates your company's commitment to community impact—helping strengthen local pride, support small businesses, and foster a thriving downtown.

3

Positively Portsmouth

Partner with us to bring a fun, high-value event to the City of Portsmouth. Showcase your company's dedication to Portsmouth Pride—spreading positivity, celebrating local culture, and uplifting the heart of our community.

Sponsorship Packages



High Street Headliner

Title Event Sponsor
1 Available

Event name will include a mutually agreed upon combination of Event Name and Title Sponsor company name.

Receive prominent logo/message placement, including onsite signage (at least 4 locations), all radio & television spots, all print & digital ads, and all print materials, size permitting.

Name or logo on all special event cups, which will be served at all participating bars and restaurants within the 5 block event perimeter.

A highly visible onsite promotional vendor booth of 20 linear feet by 10 linear feet. The activity must be mutually agreed upon and fall within City guidelines.

An agreed upon promotional opportunity in at least 3 social media posts in the weeks leading up to the festival.

3 tables VIP hospitality suite and 30 all access passes to the VIP viewing area at both stages.

\$15,000

1 SOLD



Olde Towne Block Star

Stage Sponsor
2 Available

Onsite & website logo placement

Naming rights to one of two stages,
featured on event maps and programs

2 social media ad features

Inclusion in digital advertising

2 VIP hospitality suite tables and

10 all access passes to the VIP
viewing areas at both stages

\$10,000



Local Flavor Champion

Supporting Sponsor

Onsite & website logo
placement

1 social media ad feature

1 VIP hospitality suite table

5 all access passes to the VIP
viewing areas at both stages

\$5,000



P-town Vibes Supporter

Supporting Sponsor

Website logo placement

1 social media ad feature

5 all access passes to the VIP
viewing areas at both stages

\$2,500



Feelin' Neighborly

Supporting Sponsor

Website logo placement

Gift acknowledgment on social

\$1,500

Friend of Olde Towne

Website logo placement

\$1,000

In-kind contributions are sought for
the following goods and services:

Advertising

Latrines/Sanitation

Water & Ice

Printing services

Food & Beverages

Photography

Music & Activations

Videography

in kind



Thank you!

**We look forward to
partnering with
you!**