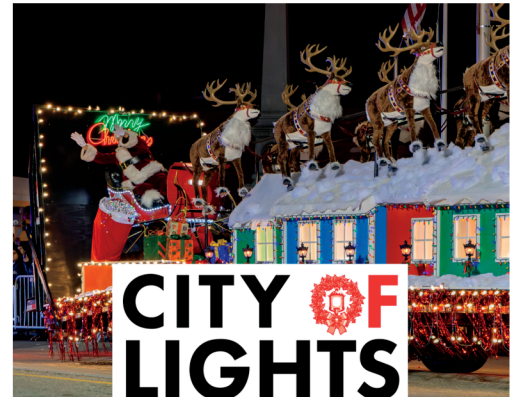




# 2026 SPONSORSHIP OPPORTUNITIES



**CITY OF LIGHTS**

Support festivals in Lowell's 200<sup>th</sup> year by contributing to the Mill City Events Fund

# About the Fund



**The Mill City Events Fund (MCEF) is the Lowellian-powered committee that supports three of Lowell's most beloved annual traditions: WinterFest, 4<sup>th</sup> of July, and City of Lights.**

These events bring thousands of residents and visitors together to celebrate Lowell's creativity, culture, and community spirit.



## **Connection to the Bicentennial**

MCEF is proud to operate under the umbrella of the Lowell Bicentennial Celebration in 2026. Our festivals will be cornerstone experiences during this historic year, highlighting the pride and energy of the city as it celebrates its 200th anniversary.

## **Beyond 2026**

While the Bicentennial year is a once-in-a-lifetime milestone, MCEF's mission continues well beyond 2026. The festivals we produce are annual traditions with a 25+ year history, and the work we do today will carry forward as part of the Bicentennial's lasting legacy.

**By supporting the Mill City Events Fund, you are not only part of Lowell's Bicentennial celebration—you are also investing in the city's cultural life for years to come.**



We are thrilled to share exciting plans for WinterFest, 4<sup>th</sup> of July, and City of Lights during Lowell's Bicentennial year. WinterFest is making a grand return to the heart of Downtown Lowell for a day of live music, engaging children's activities, a vibrant artist market, delicious food trucks, and so much more!

This milestone celebration is made possible thanks to the incredible support of our dedicated sponsors. Your contributions have been the heart and soul of bringing joy and excitement to our community year after year. We're excited to invite you to join us once again for this year's festival line up. This packet contains opportunities to target your support to WinterFest, as well as options to make contributions to all three Mill City Events Fund festivals - WinterFest, 4th of July, and City of Lights.

Thank you for your continued commitment to making festivals and events a cornerstone of Lowell's cultural offerings. We can't wait to celebrate 200 years of our beloved city with you and your families!

We're also actively seeking volunteers to join the Mill City Events Fund Committee. If you are interested in giving your time to help raise funds for WinterFest, 4<sup>th</sup> of July, and City of Lights, please reach out to us.

Chris Dick and Danielle McFadden  
Co-Chairs  
Mill City Events Fund Committee

# 2026 Sponsorship Opportunities



## Premiere Sponsor \$15,000.00

### General

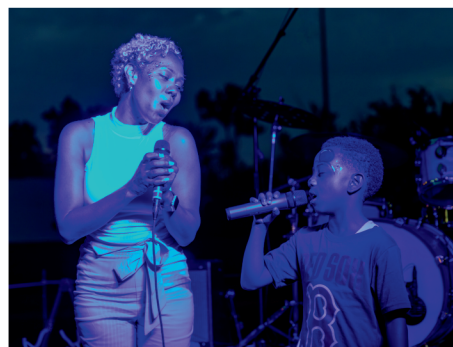
- Name mention in media appearances
- Unique podcast on Inside Lowell promoting organization
- Corporate name and logo displayed on partner websites including Greater Lowell Chamber of Commerce, and Revolutionary Valley

### WinterFest

- Name on the WinterFest Mainstage
- Name on all directional and event signage
- Corporate logo with a link to your website displayed on the WinterFest website
- Option for a table inside the heated mainstage tent promoting organization
- 14 passes for access to the VIP WinterFest Party
- Corporate logo projected on outside wall during event (must have logo by 2.7.2026)
- Corporate name and logo featured prominently in regional print ads, email blasts and social media posts
- Logo included on event rack cards
- Name mentioned in introduction of evening headline entertainment

### July 4th and City of Lights

- Name displayed on signage at July 4th and City of Lights events
- Display name at the July 4th stage
- Name displayed on parade banner at City of Lights



**EVENTS  
INCLUDED**



**CITY OF  
LIGHTS**

# 2026 Sponsorship Opportunities



## Signature Sponsor \$12,500.00

### General

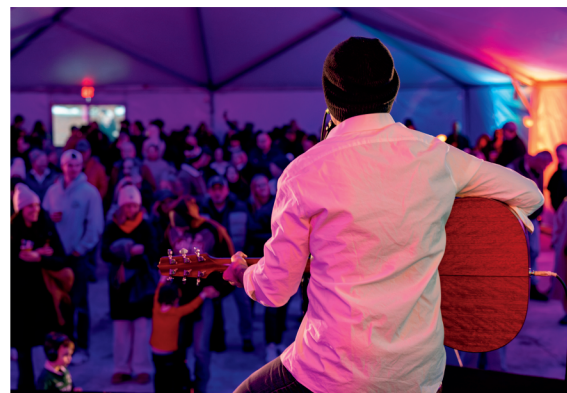
- Corporate logo mentioned in local and regional ads, email blasts and social media posts
- Corporate name and logo displayed on partner websites including Greater Lowell Chamber of Commerce, and Revolutionary Valley

### WinterFest

- Name on the Arts Market Tent signage
- Logo on all directional signage
- Corporate logo with a link to your website displayed on the WinterFest website
- Corporate name and logo featured prominently in regional ads, email blasts and social media posts
- Option to reserve a 10x10 outdoor tent for promotion of your organization
- 12 passes for access to the VIP WinterFest Party

### July 4th and City of Lights

- Logo displayed on signage
- Logo listed on the July 4th and City of Lights website
- Logo displayed on printed materials for each event
- Name displayed on parade banner at City of Lights



**EVENTS  
INCLUDED**



**CITY OF  
LIGHTS**

# 2026 Sponsorship Opportunities



## Main Sponsor \$10,000.00

### General

- Corporate name and logo displayed on partner websites including Greater Lowell Chamber of Commerce, and Revolutionary Valley

### WinterFest

- Corporate logo with a link to your website displayed on the WinterFest website
- Corporate logo on Music and Arts Market signage
- 10 passes for access to the VIP WinterFest Party

### July 4th and City of Lights

- Mention in press as July 4th Sponsor
- Name displayed on parade banner at City of Lights

## Festival Friend \$7,500.00

### General

- Corporate name displayed on partner websites including Greater Lowell Chamber of Commerce, and Revolutionary Valley

### WinterFest

- Corporate name and link to your website displayed on the WinterFest website
- 5 passes for access to the VIP WinterFest Party

### July 4th and City of Lights

- Press mention as sponsor for both events



EVENTS  
INCLUDED



CITY OF  
LIGHTS

# 2026 WinterFest Sponsorship Opportunities



WinterFest 2026 will play a unique role in the Bicentennial celebrations, as the event will lead into March, Lowell's official birthday. A celebrity baker will make an appearance in Lowell during the festivities, making this a once-in-a-lifetime opportunity to support the festival.

For those who would like to support WinterFest specifically, we're thrilled to offer the opportunities below!

## WinterFest Lead Sponsor \$5,000.00

- Corporate logo with link to your website displayed on the WinterFest website, July 4th page and City of Lights website
- Corporate name mentioned in local and regional print ad, email blasts and social media posts
- 8 passes for access to the VIP WinterFest Party

## WinterFest Soup Competition Sponsor \$2,500.00

- Name on Soup Competition signage and materials
- 5 passes for access to the VIP WinterFest Party



# 2026 WinterFest Sponsorship Opportunities



## WinterFest Lowellian Sponsor \$1,000.00

- Your name and link to your company website displayed on the WinterFest website
- 3 Sponsor Passes for access to the VIP WinterFest Party

## WinterFest Sponsor Booth \$750.00

- Reserved 10x10 space for booth in a high traffic area in the WinterFest event footprint
- 3 Sponsor Passes for access to the VIP WinterFest Party

## WinterFest Youth Events Sponsor \$500.00

- Introduction and acknowledgement for sponsoring all free youth activities at WinterFest
- 2 Sponsor Passes for access to the VIP WinterFest Party

## Friend of WinterFest <\$500.00

- 2 Sponsor Passes for access to the VIP WinterFest Party



# 2026 Sponsorship Opportunities



Name of Company:\_\_\_\_\_

Mailing Address:\_\_\_\_\_

City:\_\_\_\_\_ State:\_\_\_\_\_ Zip:\_\_\_\_\_

## Sponsor Level:

- Premiere Sponsor - \$15,000
- Signature Sponsor - \$12,500
- Main Sponsor - \$10,000
- Festival Friend - \$7,500
- WinterFest Lead Sponsor - \$5,000
- WinterFest Soup Competition Sponsor - \$2,500
- WinterFest Lowellian Sponsor - \$1,000
- WinterFest Booth Space - \$750
- WinterFest Youth Activity Sponsor - \$500
- Friend of WinterFest - <\$500

☐ Send Invoice Upfront      ☐ Invoice Quarterly      ☐ Invoice Biannually

Name, Title, Organization:

Telephone\_\_\_\_\_ Email:\_\_\_\_\_

Signature:\_\_\_\_\_ Date:\_\_\_\_\_

Make Checks Payable to:  
Greater Merrimack Valley Convention and Visitors Bureau,  
PO Box 8370 Lowell, MA 01854  
[merrimackvalley.org/membership/mill-city-event-fund/](http://merrimackvalley.org/membership/mill-city-event-fund/)