



FALL/WINTER 2026 SPONSORSHIPS





DISTRICT EVENTS FOR A VIBRANT FALL

Curating the local creative, cultural, and commercial experiences that bring the downtown community together.

ON THE DRAWING BOARD...

OCT 23, 2026

OCT 31, 2026

LIMINAL ILLUMINATIONS

Projection-mapping transforms downtown spaces into vibrant evening destinations during the autumn months, when earlier sunsets create more opportunities for light-based activations. These installations add color, creativity, and a welcoming sense of safety and fun for locals while encouraging passerbys to linger, explore, and support nearby small businesses.

Estimated impressions: 1,100,000 visits (Annually)



DISTRICT VIBE @ FESTIVAL PARK

District Vibe at Festival Park is an expanded roster of concerts added to the annual live music series, presented in coordination with the City of Fayetteville. The series will create opportunities for regional artists to perform at Festival Park, connect with new audiences, and contribute to a lively downtown experience for all.

Estimated attendance: 8,000



4TH FRIDAY - DISTRICT FALL FEST

The District Fall Festival, 6-10PM, will build on the 4th Friday tradition with seasonal experiences for all ages, including a Paperhand Puppet Theatre parade, the District Gets Lit book crawl featuring local authors, downtown bookstores, and literary partners, family-friendly hayrides, arts & crafts vendors, a local brewery beer garden, live entertainment, interactive activities, shopping, food, and more. **Estimated attendance: 18,000**



TRICK OR TREAT DOWNTOWN

Join us in the District on Saturday, October 31st from 4-8PM for Trick or Treat and All Ages Costume Contest. On Halloween, our downtown neighborhood businesses come together to celebrate spooky season with you and your munchKIDs, with candy and other fun giveaways. Adult ghosts and goblins can take advantage of our social district after the contest, visiting our downtown bars and restaurant for even more tricks and treats. **Estimated attendance: 8,000**





LIGHT UP THE DISTRICT THIS SEASON

Festive experiences that support local businesses and delight families.

DEC 10, 2026

HOLLY JOLLY SINGALONG

This activation transforms a downtown alleyway into a festive, family-friendly holiday experience filled with twinkling lights, seasonal décor, photo opportunities, and warming renditions of all your favorite songs and carols of the season. We encourage District residents and visitors to explore downtown, shop local, gather with loved ones, and create memorable holiday moments while supporting small businesses.

Estimated attendance: 150



DECEMBER 2026

DISTRICT WINTERSCAPES

CSDD enhances the downtown experience each holiday season through curated large-scale décor sprinkled throughout the District. Community engagement is central to the program: CSDD responds to more than 60 Letters to Santa submitted by and, with the help of volunteers, cleans and prepares approximately 100 holiday wreaths and bows each season. The annual Light Up the City holiday decoration celebration, activates downtown Fayetteville with participation from more than 50 businesses, adding a cozy glow and sparkle to the historic district.

Estimated impressions: 20,000+



DEC 31, 2026

NYE SPECTACULAR

This signature event showcases local talent on the District Vibe @ NYE stage—featuring headliners alongside regional bands, electric DJ sets, festive food trucks, libations, children's activities, and vibrant performances filled with color, lights, and sound. At midnight, a custom-designed, radiant 18-foot multi-colored star—symbolizing the City of Fayetteville—rises into the sky amid a spectacular fireworks display as the community rings in the New Year together.

Estimated attendance: 23,000





EVENT SPONSORSHIP LEVELS

SPONSORSHIP TIERS

\$500 - \$1,000 | District Supporter

- Booth space at Oct 4th Friday/District Fall Festival (10/23)
- Logo on event flyer (print/digital)
- Requirements on sponsor side - an interactive activity/demo(see activation opportunities - next page)

\$1,500 - \$2,499 | District Anchor

- Booth space at Oct 4th Friday/District Fall Festival (10/23) +Trick or Treat (10/31)
- Logo on all print and digital marketing + website for event promo
- Requirements on sponsor side: an interactive activity/demo in booth*, social media share of CSDD event post

\$2,500 - \$4,999 | District Visionary

- Booth space at Oct 4th Friday/District Fall Festival (10/23) +Trick or Treat (10/31) + Holly Jolly Singalong (12/10)
- Logo on print and digital marketing
- Hyperlinked logo on website, visitdowntownfayetteville.com
- Logo on any banners or billboards, as applicable
- Mention on radio ads, as applicable
- Dedicated sponsor post on CSDD social media platforms
- Requirements on sponsor side - an interactive activity/demo in booth*, social media share of CSDD event post and reel, CSDD mention in any company newsletter or general marketing.

\$5,000 - \$7,500 | Cultural Catalyst

- Booth space at Oct 4th Friday/District Fall Festival (10/23) +Trick or Treat (10/31) or Holly Jolly Singalong (12/10)
- Logo on print and digital marketing + Hyperlinked logo on website, visitdowntownfayetteville.com
- Logo on any banners or billboards, as applicable
- Mention on radio ads, as applicable
- Dedicated reel/short form video highlighting sponsor as a Cultural Catalyst/community engagement partner for Downtown Fayetteville on CSDD social media platforms, Youtube channel and CSDD website
- Requirements on sponsor side - an interactive activity/demo in booth*, social media share of CSDD event post and reel, CSDD mention in any company newsletter or general marketing.

\$10,000 - \$25,000 | Cultural Architect

- Booth space at Oct 4th Friday/District Fall Festival +Trick or Treat + Holly Jolly Singalong + NYE Spectacular (12/31) *or* Juneteenth Jubilee (06/19/27))
- Fourth Fridays (Mar - Oct) booth space added for Cultural Architect levels of \$20k+
- Listed as a sponsor for District public art exhibition, Optik as applicable (Nov 2026)
- Logo on print & digital marketing + hyperlinked logo on website, visitdowntownfayetteville.com
- Logo on any banners or billboards, as applicable + mention on radio ads, as applicable
- Dedicated reel/short form video highlighting sponsor as a community engagement partner on CSDD social media platforms, including Youtube channel and website
- Dedicated 1/4 page ad in print -or- digital media through CSDD media partner, as applicable; ad in CSDD annual report (distributed to 15,000+)
- Added to guest list for CSDD podcast (in progress, more details coming soon)
- CSDD staff member speaking engagement at a company meeting/event.
- Requirements on sponsor side - an interactive activity/demo in booth*, social media share of CSDD event post and reel, CSDD mention in any company newsletter or general marketing, CSDD mention on company website, as applicable



SPONSORSHIP COMMITMENT FORM

Business/Organization Name:

Point of Contact Name & Title:

Address:

Phone:

Email:

Selected Tier

Sponsorship
Amount \$

Signature - Authorized representative

Date

PLEASE RETURN THIS FORM / MAKE CHECK PAYABLE TO:

Cool Spring Downtown District
222 Hay Street | Fayetteville, NC 28301
Email: larissa@coolspringfay.org

***Please include a high-resolution logo in your email reply**

*Thank you for your contribution to building cultural infrastructure with CSDD in the district. We are registered with the IRS as a 501(C) 3.
For tax exemption purposes please use, EIN 82-083283*



A VIBRANT DOWNTOWN MADE POSSIBLE BY...

PUBLIC DONORS



CORPORATE DONORS



MEDIA PARTNERS



PARTNERS & NETWORKS

