

DOWNTOWN LA PORTE EVENTS

Sponsorship Opportunities

2026



DOWNTOWN LA PORTE EVENTS

About Us

Downtown La Porte Events was created to elevate the community events that bring joy to residents and visitors alike. Together, we can continue to strengthen community bonds, support small business, and celebrate the spirit of La Porte as the place to be.



VISION

We envision a thriving, energetic downtown where residents, visitors and businesses connect through memorable events that celebrate La Porte's unique character.

MISSION

To drive economic vitality in downtown La Porte by hosting dynamic events that attract visitors, support local businesses, and showcase our city as a destination for culture and commerce.

DOWNTOWN LA PORTE EVENTS

Meet The Team



LINDSAY KNEIFEL

Logistics & Operations
Coordinator

- Oversees scheduling, permits, vendor relations, volunteer coordination, and event execution.
- Works closely with the advisory and volunteer committees.



JESSICA SPOLJARIC

Marketing & Promotions
Coordinator

- Manages branding, social media, press releases, sponsorship promotion, and community outreach.
- Collaborates with LEAP to align messaging.



FRIDAY NIGHT LIVE: COUNTRY & QUE

Friday, May 29

Kick off the season of downtown events with Country & 'Que! Back for its second year, this event features local BBQ vendors, a beer garden, a live musical performance by an up-and-coming country artist, and an array of artisan vendors.

PLATINUM \$2,500 (1) **Sole Sponsorship buy-out available*

- Logo on: social graphic(s), website event page, banner front (facing Lincolnway)
- Complimentary booth at event
- Spot on food contest judging panel
- Opportunity to MC on stage and announce food contest winner
- Listed as "Presenting Sponsor" in news release

GOLD \$1,500 (2)

- Logo on: social graphic(s), website event page, back of banner (facing State St.)
- Complimentary booth at event

SILVER \$750 (3)

- Name on: social graphic(s), website event page, back of banner (facing State St.)
- 50% off booth space at event

BRONZE \$500

- Name on: social graphic(s) + website event page



FRIDAY NIGHT LIVE: TACO FEST

Friday, June 19

A fan favorite, Taco Fest has been around since the beginning of Friday Night Lives. This ever-popular event brings in the crowds with local taco vendors, a beer garden, Latin music, and an assortment of artisans and makers.

PLATINUM \$2,500 (1) **Sole Sponsorship buy-out available*

- Logo on: social graphic(s), website event page, banner front (facing Lincolnway)
- Complimentary booth at event
- Spot on food contest judging panel
- Opportunity to MC on stage and announce food contest winner
- Listed as "Presenting Sponsor" in news release

GOLD \$1,500 (2)

- Logo on: social graphic(s), website event page, back of banner (facing State St.)
- Complimentary booth at event

SILVER \$750 (3)

- Name on: social graphic(s), website event page, back of banner (facing State St.)
- 50% off booth space at event

BRONZE \$500

- Name on: social graphic(s) + website event page



FRIDAY NIGHT LIVE: CHEESEBURGER IN PARADISE

Friday, August 7

The perfect luau to end the summer! Cheeseburger in Paradise features local cheeseburger vendors, a beer garden, a live tribute to the musical stylings of Jimmy Buffett, and a market of artisan vendors.

Sole Sponsorship buy-out available

PLATINUM \$2,500 (1)

- Logo on: social graphic(s), website event page, banner front (facing Lincolnway)
- Complimentary booth at event
- Spot on food contest judging panel
- Opportunity to MC on stage and announce food contest winner
- Listed as "Presenting Sponsor" in news release

GOLD \$1,500 (2)

- Logo on: social graphic(s), website event page, back of banner (facing State St.)
- Complimentary booth at event

SILVER \$750 (3)

- Name on: social graphic(s), website event page, back of banner (facing State St.)
- 50% off booth space at event

BRONZE \$500

- Name on: social graphic(s) + website event page



27TH ANNUAL SUNFLOWER FAIR

Saturday, September 19

The Sunflower Fair is one of the largest area festivals, bringing thousands to our downtown. This event showcases more than 130 craft and nonprofit vendors, food, live entertainment, kids activities and more!

PLATINUM \$3,500 (3)

- Logo on: social graphic(s), website event page, banner(s)
- Complimentary booth in prominent location
- Complimentary ad on slideshow (located on Jefferson Ave)
- Opportunity to MC on stage
- Logo on tote bags
- Listed as "Presenting Sponsor" in news release

GOLD \$2,500 (4)

- Logo on: social graphic(s), website event page, banner(s)
- Complimentary booth entry (Michigan Ave location)
- On-stage shoutout
- Choice of Area Sponsorship:
 - Stage
 - Food Court
 - Artisan Avenue
 - Kid Zone

SILVER \$1,500 (5)

- Logo on: social graphic(s), website event page, banner(s)
- Complimentary booth entry (Jefferson Ave location)
- On-stage shoutout

BRONZE \$500

- Name on: social graphic(s), website event page, banner(s)
- Complimentary booth entry (side street location)



THE DOWNTOWN SANTA PARADE

Saturday, November 28

A cherished holiday tradition. Help us haul out the holly and welcome Jolly 'Ole St. Nick to Downtown La Porte. This event kicks off the holiday season with a parade, food and beverage vendors, and a tree lighting ceremony at Plaza 618.

PLATINUM \$1,500 (1)

Same benefits as \$750 level, plus:

- Name included in all Santa Parade press releases
- Sponsor spotlight on La Porte Santa Parade Facebook page
- Inclusion in post-event photo gallery

GOLD \$750 (3)

- Logo on: social graphic(s), website event page
- Logo on signage at Santa Chalet/in parade
- Mention at Tree Lighting Ceremony

SILVER \$250 (4)

- Name on: social graphic(s), website event page
- Name on signage at Santa Chalet/in parade

BRONZE \$100

- Name on: social graphic + website event page



DOWNTOWN SPOOKTACULAR & DOWNTOWN COOKIE WALK

Saturday, October 10 & Saturday, December 12

Support our small businesses with these two popular events. The Spooktacular and the Cookie Walk spread sweet treats and smiles while driving foot traffic to our downtown shoppes ahead of the holiday shopping season.

PLATINUM \$2,500 (1)

- Logo on: social graphic(s), website event page, Trick-or-Treat bags
- Complimentary booth at Plaza 618 for both events
- Opportunity to put company marketing materials inside Trick-or-Treat bags
- Complimentary Collector's Cookie Tin Logo + Pre-Sale access
- Listed as "Presenting Sponsor" in news release

GOLD \$1,500 (2)

- Logo on: social graphic(s), website event page, Trick-or-Treat bags
- Complimentary booth at Plaza 618 for either event
- Opportunity to put company marketing materials inside Trick-or-Treat bags
- Complimentary Collector's Cookie Tin Logo + Pre-Sale access

SILVER \$750 (3)

- Name on: social graphic(s), website event page
- Opportunity to put company marketing materials inside Trick-or-Treat bags
- Complimentary Collector's Cookie Tin Logo + Pre-Sale access

BRONZE \$300

- Name on: social graphic(s), website event page
- Complimentary Collector's Cookie Tin Logo + Pre-Sale access