



Tawba Walk

ARTS & MUSIC FESTIVAL

'26

SPONSORSHIP PACKAGE

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Old Town Cornelius Inc. invites you to partner with one of the region's signature community events – the Tawba Walk Arts & Music Festival.

Now in its 14th year, Tawba Walk continues to captivate audiences of all ages, showcasing the incredible talent that calls our community home through a unique blend of music, art, culture, and community.

Held twice per year (Spring & Fall), the event draws thousands of residents and visitors to Old Town Cornelius for a vibrant, family-friendly experience featuring two stages of live music and performances, diverse food offerings, craft breweries, a kid zone, interactive activities, and over 100 local artists and businesses.

DATE:

SATURDAY, APRIL 25TH (2-8PM)
SATURDAY, SEPTEMBER 26TH (2-8PM)

LOCATION:

CORNELIUS TOWN HALL
21445 CATAWBA AVE., CORNELIUS, NC 28031

+

OAK STREET MILL
19725 OAK ST. CORNELIUS, NC 28031

+

CATAWBA AVENUE

ESTIMATED ATTENDANCE:
7,000 - 8,500 ATTENDEES



SPONSORSHIP DETAILS

Tawba Walk is held twice annually (Spring & Fall), with each event offering its own set of sponsorship opportunities.

Sponsorship levels listed below are per event. Many partners choose to participate in both festivals for extended visibility.

PRESENTING SPONSOR – \$10,000 (1 Available)

- Top billing across all official event marketing and promotional materials as the Presenting Sponsor
- Prominent Main Stage presence including featured placement on LED Video Wall throughout the event
- Industry exclusivity
- Emcee recognition throughout the event as Presenting Sponsor
- Opportunity to address attendees from the Main Stage
- Premium visibility across all marketing channels including digital ads, email newsletters, social media, print materials, and the OTC event website
- Opportunity for custom partnership integration aligned with your brand

PREMIER SPONSOR – \$5,000 (2 Available)

- Prominent logo placement across all official event marketing and promotional materials
- Featured presence on Main Stage LED Video Wall with rotating ads throughout the event
- Emcee recognition throughout the event as Premier Sponsor
- Strong visibility across digital, social, email, and print marketing channels
- On-site presence in a high-traffic area
- Opportunity for tailored brand activation within the event

PARTNER SPONSOR – \$3,000 (3 Available)

- Logo placement on official event promotional materials
- Inclusion in Main Stage LED Video Wall sponsor rotation
- Emcee recognition during the event
- Inclusion across digital marketing, social media, and event website
- Opportunity for on-site presence and engagement with attendees

COMMUNITY SPONSOR – \$1,500

- Logo included on select event marketing materials
- Recognition during the event
- Inclusion on event website and select digital promotions
- On-site presence opportunity

EVENT SUPPORTER – \$750

- Name or logo listed among event supporters
- Recognition as a valued contributor to the Tawba Walk Arts & Music Festival

We work with each sponsor to create a partnership that aligns with their goals while supporting the success of the event and our community.



LET'S GET THE CONVERSATION STARTED!

Contact us at
events@oldtowncornelius.com

Old Town Cornelius Inc. is a registered
501(c)(3) nonprofit organization.

EIN: 87-3993927

Contributions may be tax-deductible
to the extent allowed by law.