



Tawba Walk

ARTS & MUSIC FESTIVAL

'25

SPONSORSHIP PACKAGE

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Old Town Cornelius would like to offer you the opportunity to partner with one of the largest and fastest growing events right here in your community, the 'Tawba Walk Arts & Music Festival.

Now in its 12th year, the 'Tawba Walk continues to captivate audiences young and old, highlighting the vast talent that resides here in our hometown through a unique combination of music, art, culture and community. Held twice per year (Spring & Fall), the event draws thousands of residents and visitors out to Old Town Cornelius to experience a fun-filled, family-friendly celebration including two stages of live bands and performances, multiple food truck courts, craft breweries, a kid zone, interactive games, and over 100 local artisans and businesses!

DATE:
SATURDAY, APRIL 26TH (2-8PM)
SATURDAY, SEPTEMBER 27TH (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



PRESENTING SPONSOR

1 Available - \$5,000 - \$10,000 (per event)

- Top billing on all official event promotional material as "PRESENTING SPONSOR"
- Main Stage Sponsorship Recognition including prominent LED Video Wall rotating ads throughout event
- Industry exclusivity
- Emcee recognition as "PRESENTING SPONSOR" throughout event
- Opportunity to address event attendees from the Main Stage
- Recognition as "PRESENTING SPONSOR" on event marketing collateral including digital ads, email newsletters, social media posts, print advertisement and OTC event website

ACTIVITY SPONSOR

3 Available \$1,500 - \$3,000 (per event)

- Company logo featured prominently on all official 'Tawba Walk event promotional material
- Activity Sponsorship Recognition at one of our featured community engagement activities
- Full screen rotating ads on Main Stage LED Video Wall
- Emcee recognition as "ACTIVITY SPONSOR" throughout event
- Recognition as "ACTIVITY SPONSOR" on event marketing collateral including digital ads, email newsletter, social media posts, print advertisements and OTC event website

BOOTH SPONSOR

5 Available \$750 - \$1,500 (per event)

- Company logo on all official 'Tawba Walk event promotional materials
- Full screen rotating ad on Main Stage LED Video Wall
- Emcee recognition as "EVENT BOOTH SPONSOR" throughout event
- High-traffic booth placement
- Recognition as "EVENT BOOTH SPONSOR" on event marketing collateral including digital ads, email newsletter, social media posts, print advertisements and OTC event website

COMMUNITY SPONSOR

8 Available - \$500 - \$750 (per event)

- Emcee recognition throughout event
- Logo on 'Tawba Walk "THANK YOU SPONSOR" Ad on Main Stage LED Video Wall
- Recognition as "EVENT SPONSOR" on event marketing collateral including email newsletter, social media posts and OTC event website
- Booth placement at event



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.