







2026 COMMUNITY PARTNERSHIP FOR WALNUT CREEK DOWNTOWN

SPONSORSHIP OPPORTUNITIES















The Community Partnership for Walnut Creek Downtown, a 501(c)(3) nonprofit organization, develops, supports, and promotes artistic, cultural, and community events that enhance the vitality of Downtown Walnut Creek and benefit local businesses, residents, and visitors.

Downtown is the business, social, and cultural heart of Walnut Creek. As you explore our streets, you'll experience this energy in many ways—from our beloved Painted Pianos placed throughout the community for all to play and enjoy, to the Locust Street Festival, held several times a year, where the street comes alive with music, food, local vendors, and entertainment.

Our annual Uncorked event in June invites guests to stroll through downtown while enjoying tastings, live entertainment, and unique experiences. Each fall, our two-day Oktoberfest at Civic Park welcomes more than 15,000 attendees for a lively fall celebration featuring music, dancing, great food, artisan vendors, and cultural experiences.

During the winter season, our Downtown Ice Rink operates from November through January, offering an ice slide, skating, lessons, private events, and festive gathering spaces. The season is highlighted by our annual Holiday Tree Lighting, where the community gathers to enjoy music, seasonal treats, and family-friendly activities.

Our organization is committed to creating experiences that keep downtown vibrant, welcoming, and accessible for all. Whether you live, work, shop, or visit, we strive to make downtown a place where everyone feels connected.

We rely on the support of donors, sponsors, and community partners to bring these programs to life. Your financial contribution, sponsorship, or volunteer support helps ensure these experiences continue to thrive.

Together, we can keep Downtown Walnut Creek a dynamic and welcoming destination for all.







WEBSITE

WALNUTCREEKDOWNTOWN.COM

TOP VIEWED PAGES:

- Walnut Creek on Ice
- Oktoberfest
- Locust Street Festival
- Events Calendar

182K+
annual visitors

INSTAGRAM

@walnutcreekdowntown		@walnutcreekonice
22.7K followers	**32K** page visits	**5,366** followers
797K reached	**181.9K** reel views	**69.4K** reached

TIKTOK

@walnutcreekdowntown

1.6K followers	**144.7K** likes	**2M** post views

FACEBOOK

@downtownwalnutcreek		@walnutcreekonice
14K followers	**686K** reached	**2k** followers
1.5M views		**273K** views

WEEKLY NEWSLETTER

This Week in the Creek is a weekly newsletter sent to the public that showcases downtown businesses, upcoming events, and community messages.

Residents and visitors are encouraged to opt-in to receive our newsletters!

8,665 subscribers

53.3% open rate

(vs. industry average: 30%)

2026 Aspirational Initiatives

Vision Plan WCD continues engaging its Board, partners and downtown business community to conduct a 3-5 year Vision Plan. A final report will be shared with its members midyear of 2026.

Volunteers A concerted effort to develop stronger volunteers is a focus for the year ahead. A volunteer open house is planned for the community to learn more about available roles opportunities and expanded committee work.

Consolidation Vendors In an effort to lower programming and staffing expenses, staff is working with new and current vendors to consolidate contracts. In order to achieve this, staff will be initiating annual contracts and explore services that may be shared with community partners.

Safety The WCD events committee will be researching and exploring additional safety measures to ensure our events are safe to the public and all who are involved. This includes our downtown events that occur on closed sections of the streets.

About CPWCD 2

WALNUT CREEK COMMUNITY SUPPORT 5

Walnut Creek Civic Pride Sponsor	$7,500
Painted Piano Presenting Sponsor (1)	$5,000
Painted Piano Community Sponsor	$1,200
Adopt-a- Piano Sponsor (7)	$750
Big Belly Art Sponsor (36)	$2,500
Downtown Stages Activity Sponsor	$2,000

MOMENTUM WALNUT CREEK 8

Wellness Presenting Sponsor (1)	$5,000
Tote Bag Sponsor (1)	$2,500
Starting Location Sponsor (2)	$1,500
Community Wellness Sponsor (6)	$1,000
Friends of Momentum (12)	$500

UNCORKED 11

Presenting Sponsor (1)	$10,500
Starting Location Sponsor (1)	$5,000
Wine Glass Sponsor (1)	$3,000
Tote Bag Sponsor (2)	$2,000
Community Cheers Sponsor (6)	$1,000

LOCUST STREET FESTIVAL 14

Presenting Sponsor (1)	$16,000
Entertainment Sponsor (1)	$4,000
Community Sponsor (10)	$2,000
Activity/Music/Auto Sponsor (4)	$2,000
Bike Valet Sponsor (1)	$1,500
Friends of Downtown	$1,000

OKTOBERFEST 17

Presenting Sponsor (1)	$20,000
Chillgarten Sponsor (1)	$10,000
Prost Sponsor (2)	$8,000
Main Stage Sponsor (2)	$5,000
Chillgarten Beverage Sponsor (1)	$4,000
Kinder Karneval Sponsor (2)	$3,000
Bavarian Biergarten Tent Sponsor (3)	$2,500
Creekside Biergarten Tent Sponsor (3)	$2,500
Water Station Sponsor (1)	$2,000
Bier Booth Sponsor (6)	$1,200
Community Stage Sponsor (10)	$1,000
Wine Booth Sponsor (4)	$800
Root Beer Booth Sponsor (1)	$800

CIVIC PARK HOLIDAY TREE LIGHTING 22

Holiday Hot Chocolate Sponsor (1)	$3,000
Community Sponsor (2)	$1,000

WALNUT CREEK ON ICE 24

Presenting Sponsor (1)	$25,000
Wonderland Sponsor (1)	$18,000
Frosty Summit Ice Tubing Sponsor (1)	$10,000
Rink Side Firepit Sponsor (1)	$10,000
Skate Walkers (1)	$10,000
Dasher Board (26)	$3,000
Community Sponsor (12)	$1,500

Past Sponsors & Partners 28







WALNUT CREEK
COMMUNITY SUPPORT



PAINTED PIANOS

Painted Pianos is a new and unique art project designed to bring community members together while creating musical memories. This downtown activation gives artists a new and exciting platform to share their talent and provides the public with a chance to experience music in the downtown.

Outdoor art activations like the Painted Pianos creates a more interactive environment in the walkable downtown, engages community members, and enlivens the downtown for its visitors.





DOWNTOWN STAGES

Downtown Stages brings the energy of curated live music, art fairs, and partner activations to a dynamic open-air setting. These activations transform downtown into a vibrant, year-round hub.

During the 2025 season, WCD partnered with California Symphony, Diablo Ballet, Walnut Creek Education Foundation, local artists for pop up art fairs, and the Arts Alliance to promote their programs across the stage locations.

BIG BELLY ART WRAPS

In a visionary collaboration between Walnut Creek Downtown, Bedford Gallery, and City of Walnut Creek and Recycle Smart, Walnut proudly unveils the first phase of its latest art initiative.

In a citywide call for artists, creators were invited to design works that reflect themes of recycling, reuse, and resource conservation. The response was overwhelming, with 36 talented artists selected to bring their visions to life.

By merging public art with environmental consciousness, this initiative not only beautifies the city but also sparks conversations about the importance of recycling and conservation. It's a reminder that art is everywhere—even in the most unexpected places—and that together, we can create a cityscape that is as sustainable as it is inspiring.



WALNUT CREEK CIVIC PRIDE — $7,500

Marketing Benefits
- Company logo and link on Sponsor webpage and on each event webpage.
- Logo on select event collateral
- 3 dedicated email blast to our 6,000+ subscriber list
- 1 dedicated Social Media post per event.
- Acknowledgement in all press releases, thank you emails, and e-newsletters

On-Site Benefits

Community Sponsor at Uncorked and Locust Street Festival. A Civic Stage Sponsor at Oktoberfest and a Community Sponsor of Walnut Creek on Ice. Showcase and associate your company as a supporter of a vibrant downtown.

PAINTED PIANO PRESENTING SPONSOR — $5,000

SOLD

Marketing Benefits
- Company logo and link on event webpage and printable map.
- Acknowledgement in all event press releases, thank you emails, and e-newsletters
- 2 Dedicated Social Media Posts and Speaking engagement at the Piano Dedication Day in May 2026

On-Site Benefits
- Exclusive Company Nameplate on each piano (max. 8)

PAINTED PIANO COMMUNITY SPONSOR — $1,200

Marketing Benefits
- Company logo and link on event webpage and printable map.
- Acknowledgement in all event press releases, thank you emails, and e-newsletters
- Invitation to attend the Piano Dedication Day in May 2026

On-Site Benefits
- Company Nameplate on each piano (max. 8)

ADOPT A PAINTED PIANO — $750

Marketing Benefits
- Company logo and link on event webpage and printable map.

On-Site Benefits
- Company Nameplate on the adopted piano location

BIG BELLY ART SPONSOR — $2,500

Marketing Benefits
- Public acknowledgment and recognition in press releases, newsletters, and social media

On-Site Benefits
- Company Nameplate on the sponsored Big Belly location

DOWNTOWN STAGES ACTIVITY — $2,000

Marketing Benefits
- Company logo and link on event webpage.
- Acknowledgement in all press releases, thank you emails, and e-newsletters

On-Site Benefits
- Logo on wayfinding signage at the activation stage







MOMENTUM
WALNUT CREEK



MOMENTUM WALNUT CREEK

MARCH 1, 2026 | 11:30 - 4:00PM

Momentum is a dynamic, self-guided wellness experience that invites attendees to explore downtown Walnut Creek through curated activations, nourishing bites, movement sessions, and exclusive offerings at local businesses. With engaging starting hubs, pop-ups, and giveaways, the event creates an immersive journey centered on recovery, connection, and discovery. By supporting local health and fitness professionals and driving meaningful foot traffic, Momentum helps cultivate a more active, vibrant, and connected community.







FLOW & FUEL ROUTE
MARCH 1, 2026

- 1 — Ticket Check-In & Starting Location
- 24 — Ticket Check-In & Starting Location
- Sponsors & Featured Activations
- Participating Businesses & Stops



2026 STATS

520 Event Attendees

70 Participating businesses

25 Wellness Activations

PRESENTING SPONSOR | $5,000

(1 available)

SOLD

ON-SITE BENEFITS

- **Event Tickets:** 10 complimentary event tickets
- **Activation Option:** Choice of participating as downtown wellness stop or as a premier starting location booth
- **Signage:** Logo on signage displayed at both check-in locations during event
- **Tote Bag Inclusion:** Choice of providing a branded item or marketing insert in all attendee tote bags
- **Event Map:** Logo included on event map given to each attendee

MARKETING BENEFITS

- **Posters & Flyers:** Logo on printed posters and flyers distributed throughout downtown WC
- **Website:** Logo and link on the event webpage and on event ticket page
- **Social Media:** Mentions on WC Downtown Instagram and Facebook pages
- **Email:** Frequent acknowledgment in WCD weekly newsletter and event emails
- **Press:** Priority mention and link to company website in event press release.

TOTE BAG SPONSOR | $2,500

(1 available)

SOLD

ON-SITE BENEFITS

- **Event Tickets:** 6 complimentary event tickets
- **Tote Bags:** Logo printed on commemorative Momentum WC bags given to each attendee
- **Activation Option:** Participate as downtown wellness stop or a premier starting location booth
- **Tote Bag Inclusion:** Provide a branded item or marketing insert in all attendee tote bags.

MARKETING BENEFITS

- **Posters & Flyers:** Logo on printed posters and flyers distributed throughout downtown WC.
- **Website:** Logo and link on the event webpage and on event ticket page
- **Social Media:** Mentions on WC Downtown Instagram and Facebook pages
- **Email:** Frequent acknowledgment in WCD weekly newsletter and event emails.

STARTING LOCATION SPONSOR | $1,500

(2 available)

SOLD

ON-SITE BENEFITS

- **Event Tickets:** 4 complimentary event tickets
- **Starting Location:** Recognition and host of official event check-in and starting location.
- **High Traffic Engagement:** Direct interaction with participants at check-in.
- **Event Map**: Logo included on event map given to each attendee.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage and on event ticket page
- **Signage:** Logo on signage displayed at check-in location during event.

COMMUNITY WELLNESS SPONSOR | $1,000

(6 available)

ON-SITE BENEFITS

- **Event Tickets:** 2 complimentary event tickets
- **Tote Bag Inclusion:** Provide a branded item or marketing insert in all attendee tote bags.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage and on event ticket page
- **Social media:** Mentions on WCD Instagram and Facebook pages

WALNUT CREEK UNCORKED



SIP, SAVOR, STROLL
UNCORKED

JUNE 18, 2026 | 5:00 - 8:30PM

Uncorked is a highly anticipated wine and food event that draws over 800 attendees and features more than 40 participating restaurants and businesses. Guests can sip, savor, and stroll through downtown Walnut Creek, enjoying a delightful variety of wine, beer, spirits and delectable food bites. This signature experience highlights the best local restaurants, artisan shops, and live music in a vibrant, community-focused atmosphere.







2025 SIP, SAVOR & STROLL ROUTE

EVENT ROUTE WILL CHANGE IN 2026 TO REFLECT CURRENT PARTICIPATING BUSINESSES



2025 STATS

790 Tickets Sold

35 participating businesses & restaurants

30 volunteers

17 local vendors & booths

16 Visiting pouring partners

PRESENTING SPONSOR | $10,500

(1 Available)



ON-SITE BENEFITS

- **Event Tickets:** 6 tickets to event
- **Starting Location:** Starting location booth (*optional*)
- **Event Map:** Logo included on event map given to each attendee

MARKETING BENEFITS *(from sponsorship date)*

- **Posters & Flyers**: Logo on printed posters and flyers.
- **Website:** Logo and link on the event webpage and on event ticket page
- **Social media:** 2 posts
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

STARTING LOCATION SPONSOR | $5,000

(1 Available)

ON-SITE BENEFITS

- **Starting Location:** Starting location activation and premium booth placement

MARKETING BENEFITS

- **Social media:** 2 posts
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter
- **Website:** Logo and link on the event webpage and on event ticket page

WINE GLASS SPONSOR | $3,000

(1 Available)

ON-SITE BENEFITS

- **Tickets:** 2 tickets to event
- **Wine Glass:** Logo printed on commemorative 1,000 Uncorked wine glasses
- **Event Map:** Special recognition & logo on event map

MARKETING BENEFITS *(from sponsorship date)*

- **Website:** Logo and link on the event webpage and on event ticket page
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

TOTE BAG SPONSOR | $2,000

(2 Available)

ON-SITE BENEFITS

- **Tickets:** 2 tickets to event
- **Tote Bag:** Logo printed on commemorative Uncorked WC bags given to each attendee

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage and on event ticket page
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

COMMUNITY CHEERS SPONSOR | $1,000

(6 Available)

ON-SITE BENEFITS

- **Starting Location:** Starting location booth (*optional*)

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage and on event ticket page

LOCUST STREET FESTIVAL



WALNUT CREEK
LOCUST STREET FESTIVAL

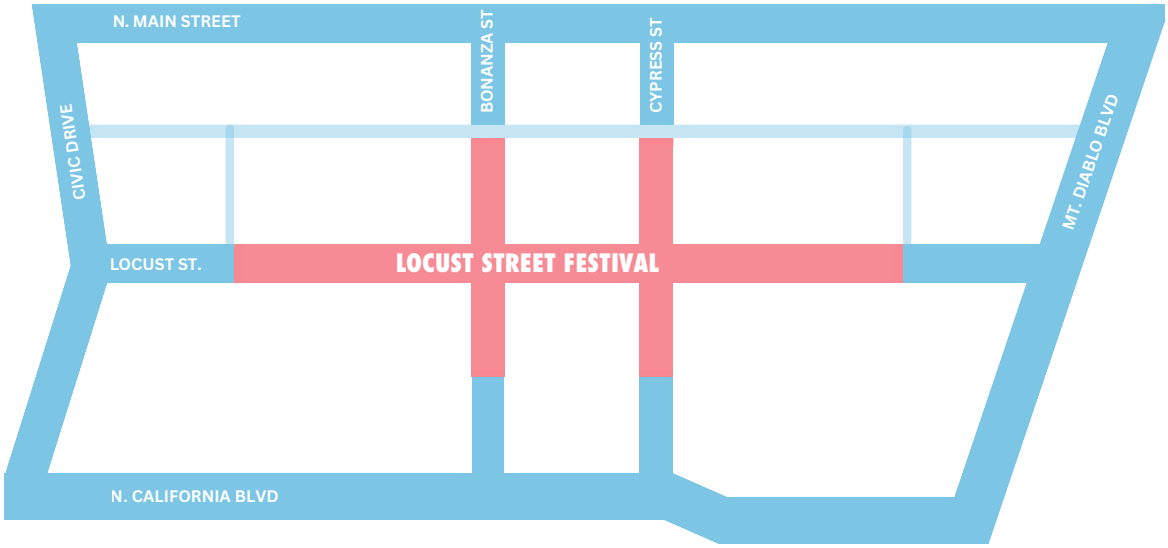
JULY 8 & AUGUST 5 | 5:00-8:30PM

Locust Street Festival, formerly known as Walnut Creek First Wednesdays, welcomes more than 3,500 visitors from near and far to experience the energy and charm of downtown Walnut Creek. Guests will gather along Locust Street for a free, family-friendly evening featuring live entertainment, local art, beer and wine, gourmet food, interactive activities, and shopping from artisan vendors. One of the area's most popular outdoor downtown events, the festival returns this July and August with a full lineup of summer fun.









2025 STATS

12.5K+	4K	348	20	25
attendees	drink tickets sold	exhibitors & vendor booths	community partners & sponsors	entertainers & performers

PRESENTING SPONSOR | $16,000

(1 Available)

SOLD

ON-SITE BENEFITS

- **Booth**: Priority Booth Placement & Double Vendor Booth (10x20)
- **Activation Option:** Custom activation opportunities

MARKETING BENEFITS

- **Posters & Flyers:** Logo on printed posters and flyers
- **Website:** Logo and link on the event webpage
- **Social media:** 2 posts

ENTERTAINMENT SPONSOR | $4,000

(1 Available)

ON-SITE BENEFITS

- **Booth**: Priority Booth Placement (10x10)
- **Activation Option:** Custom activation opportunities
- **Recognition:** PA Recognition at each event
- **Banner:** Placement on main stage, provided by WCD

MARKETING BENEFITS

- **Posters & Flyers:** Logo on *select* printed posters and flyers as main stage sponsor
- **Website:** Logo and link on the event webpage

COMMUNITY SPONSOR | $2,000

(10 Available)

ON-SITE BENEFITS

- **Booth**: Optional Vendor booth (10x10)

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage
- **Posters & Flyers:** Logo on *select* printed posters and flyers as main community stage sponsor.

ACTIVITY/MUSIC/AUTO SPONSOR | $2,000

(4 Available)

ON-SITE BENEFITS

- **Booth:** Optional Vendor space next to the pop up music, activity or street end auto display (10x20)

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

BIKE VALET SPONSOR | $1,500

(1 Available)

ON-SITE BENEFITS

- **Banner:** Logo on bike valet banner

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

DOWNTOWN DONOR | $1,000

(10 Available)

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

WALNUT CREEK OKTOBERFEST



WALNUT CREEK OKTOBERFEST

SEPT 25-26 | FRI: 5-10 PM | SAT: 12-9 PM

Walnut Creek's signature fall festival, Oktoberfest, returns with expanded programming across Friday evening and a full Saturday. Last years event welcomed more than 15,000 attendees and featured live bands and German-inspired entertainment on the Main Stage, a Community Stage with family-friendly performances, a vibrant biergarten, artisan vendors, local food offerings, a lively kids' zone, and a Chillgarten. Oktoberfest is free to attend while drink tickets, beer and wine glasses, parking passes, and kids zone tickets are all available to purchase.







2025 FESTIVAL MAP

GETTING AROUND:

MAIN ENTRANCE: 1375 Civic Drive
BACK ENTRANCE: 1761 Carmel Drive
EVENT PARKING LOT: 1111 Civic Drive (Mechanic's Bank Parking Lot)

- Wine Booth
- Bike Valet
- Beer Booth
- Information Booth
- Restrooms
- Aerial Arts
- Ticket Booth

TICKETING

This event is FREE ADMISSION. Drink tickets, glasses, and kids zone passes are available for purchase on-site. Any and all attendees who are over 21 years old are required to show ID and wear a 21+ wristband



2025 STATS

15k+	300	124	27	17
Event Attendees	volunteer shifts	exhibitors & vendor booths	entertainers & performers	beer & wine booths

PRESENTING SPONSOR | $20,000

(1 Available)

ON-SITE BENEFITS

- **Tickets:** 20 complimentary drink ticket & glasses
- **Activation Option:** VIP placement for your customized guest experience
- **Event Opener:** Opportunity to address the crowd at "Tapping of the Keg" ceremony

MARKETING BENEFITS

- **Posters & Flyers:** Logo on prints
- **Website:** Logo and link on the event webpage
- **Social media:** 2 posts
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

CHILLGARTEN SPONSOR | $10,000

(1 Available)

ON-SITE BENEFITS

- **Tickets:** 10 complimentary drink ticket & glasses
- **Booth:** 10 x 10 booth space at the event, located in Chillgarten (does not include pop-up tent or table)
- **Activation:** "Presented By" dedicated Chillgarten including special activation.
- **Banner**: Logo on sponsorship banner

MARKETING BENEFITS

- **Posters & Flyers:** Logo on *select* prints
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

PROST SPONSOR | $8,000

(2 Available)

ON-SITE BENEFITS

- **Tickets:** 8 complimentary drink ticket & glasses
- **Booth:** 10x20 booth space for on-site activation; includes pop-up tent and table.

MARKETING BENEFITS

- **Posters & Flyers:** Logo on *select* prints.
- **Website:** Logo and link on the event webpage
- **AD:** Ad placement in one event email.
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

MAIN STAGE SPONSOR | $5,000

(2 Available)

ON-SITE BENEFITS

- **Tickets:** 5 complimentary drink ticket & glasses
- **Booth:** Option to have a 10 x10 booth space (does not include pop-up tent or table)
- **Banner:** WCD will provide banner branded with your company logo at main stage. Logo on sponsorship banner.

MARKETING BENEFITS

- **Posters & Flyers:** Logo on *select* prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

CHILLGARTEN BEVERAGE SPONSOR | $4,000 (1 Available)

ON-SITE BENEFITS

- **Tickets:** 4 complimentary drink ticket & glasses
- **Activation:** Provide your branded banner and swag for use at the Chillgarten bar. With opportunity to curate the beverage menu with WCD staff using (*must provide product*)
- **Banner:** Logo on sponsorship banner

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

KINDER KARNEVAL SPONSOR | $3,000 (2 Available)

ON-SITE BENEFITS

- **Tickets:** 3 complimentary drink ticket & glasses
- **Booth:** 10 x 10 booth space at the entrance Kinder Karneval (does not include pop-up tent or table). Option to provide signage inside t he Kinder Karneval Area.
- **Banner:** Logo on sponsorship banner.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in post-event, thank you eblast, and newsletter

BAVARIAN BIERGARTEN TENT SPONSOR | $2,500 (3 Available)

ON-SITE BENEFITS

- **Tickets:** 2 complimentary drink ticket & glasses
- **Booth:** 10 x 10 booth space (does not include pop-up tent or table). Option signage inside Biergarten area
- **Banner:** Logo on sponsorship banner.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

This tent is located near the main stage with authentic Oktoberfest tables and chairs

CREEKSIDE BIERGARTEN TENT SPONSOR | $2,500 (3 Available)

ON-SITE BENEFITS

- **Tickets:** 2 complimentary drink ticket & glasses
- **Banner:** Option to place company banner and signage inside the Creekside Biergarten tent.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

This tent is located near the food zone with authentic Oktoberfest tables and chairs

WATER STATION SPONSOR | $2,000

(1 Available)

ON-SITE BENEFITS

- **Provide Water Station Vehicle and Staffing for Refill Station**
- **Banner:** Logo on sponsor banner.

MARKETING BENEFITS

- **Advertising:** Company name and logo on Oktoberfest webpage.

BEER BOOTH SPONSOR | $1,200

(6 Available)

Pour beer and collect drink tickets while promoting your business/organization to attendees.

ON-SITE BENEFITS

- **Tickets:** 2 complimentary drink ticket & glasses
- **Booth:** Booth, rentals, and beer provided by WCD.
- **Banner:** Option to place company banner and signage inside the Creekside Biergarten tent.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

COMMUNITY STAGE SPONSOR | $1,000

(10 Available)

ON-SITE BENEFITS

- **Banner:** Logo on Civic Stage sponsor banner.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

WINE BOOTH SPONSOR | $800

(4 Available)

Pour wine and collect drink tickets while promoting your business/organization to attendees.

ON-SITE BENEFITS

- **Tickets:** 2 complimentary drink ticket & glasses
- **Booth:** Booth, rentals, and beer provided by WCD.
- **Banner:** Option to place company banner and signage inside booth.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

ROOT BEER FLOAT BOOTH SPONSOR | $800

(1 Available)

ON-SITE BENEFITS

- **Booth:** Booth, rentals, and Root Beer Float supplies provided by WCD.
- **Banner:** Option to place company banner and signage inside booth.

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

CIVIC PARK HOLIDAY TREE LIGHTING



HOLIDAY TREE LIGHTING



NOVEMBER 20 | 5:30PM - 6:30PM

Gather with family and friends for Walnut Creek's Annual Holiday Tree Lighting Ceremony, a festive celebration filled with lights, laughter, and community cheer. Enjoy complimentary hot cocoa provided by Walnut Creek Downtown, listen to joyful carolers, and watch as the park comes alive when the holiday tree sparkles to life. Plus, don't miss a special Meet & Greet with Frosty the Snowman to celebrate the opening night of Walnut Creek on Ice, just a few steps away in Civic Park! This event is free and open to the public, and everyone is welcome to join in the fun and share in the spirit of the season.







HOLIDAY HOT CHOCOLATE SPONSOR | $3,000

(Limit 1)

ON-SITE BENEFITS

- **Sponsor Table:** Branded table presence with a free hot chocolate giveaway throughout the festivities
- **Speaking Opportunity:** Brief moment to engage directly with attendees prior to the tree lighting

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social media:** 2 posts
- **Tickets:** 4 tickets to opening night at the ice rink

COMMUNITY SPONSOR | $1,000

(Limit 2)

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social Media:** Mention in social media post(s)

WALNUT CREEK ON ICE



WALNUT CREEK ON ICE

NOV 21, 2026 - JAN 19, 2027

Now in its 21st season, Walnut Creek On Ice (WCOI) is a beloved and much anticipated community tradition located in Civic Park, brought to you by Walnut Creek Downtown Association and the City of Walnut Creek. The partially enclosed rink is open daily, rain or shine, offering over 9 weeks of continuous brand exposure to skaters, visitors, and thousands of vehicles passing by the venue. Partnerships make the magic happen!

A multimedia marketing campaign runs October through January providing even more valuable exposure to your brand during this very lucrative time of year. Marketing efforts include digital and print advertisement placements with local media outlets, social media, dedicated e-newsletters to opt-in subscribers, and cross-promotions with WCD accounts. Additionally, Walnut Creek On Ice operates through an independent website and ticketing platform.







- Walnut Creek on Ice is the Bay Area's largest, seasonal outdoor ice-skating rink (6,500 sq ft).
- Northern California's only Ice Slide, making Walnut Creek On Ice a unique experience.
- Central location just steps away from the East Bay's premier shopping & dining establishments
- The facility offers a unique special event space, skating academy, field trips, pick-up hockey, and a full calendar of community events.

2025 STATS

33k+ Skaters & Ice Sliders

317 Firepits Sold

8 week season

Customized Benefits per Mutual Agreement

PRESENTING SPONSOR | $25,000

(1 Available)

ON-SITE BENEFITS

- **Tickets:** 30 skate passes
- **PA Announcements:** Weekly recognition throughout the season
- **Dasher Board**: 12' x 3' Presenting sponsor dasher board ad
- **Activation:** Opportunity to create attendee experience on-site
- **AD:** Display company ad on rink TV monitors throughout season.
- **Media Day Experience:** 30 guest passes to attend a private Media Day at the rink

MARKETING BENEFITS

- **"Presented By"** included in all marketing and advertising materials.
- **Posters & Flyers:** Logo on all prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social Media:** 2 posts during season

WONDERLAND SPONSOR | $18,000

(1 Available)

ON-SITE BENEFITS

- **Tickets:** 20 Skate & slide passes
- **PA Announcements:** 5 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Advertising:** Opportunity to display company promotional materials on-site (one event date)
- **Media Day Experience:** 20 guest passes to attend a private Media Day at the rink

MARKETING BENEFITS

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social Media:** 2 posts during season

FROSTY'S SUMMIT SLIDE EXPERIENCE | $10,000

(1 Available)

ON-SITE BENEFITS

- **Tickets: 1**0 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Advertising:** Opportunity to display company promotional materials on-site (one event date)
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **Banner:** Displayed over ice slide.
- **AD:** Display company ad on rink TV monitors throughout season.

MARKETING BENEFITS

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter

Customized Benefits per Mutual Agreement

RINKSIDE FIREPIT EXPERIENCE

(2 Available)

$10,000 ONE SPONSOR | $5,000 SPLIT SPONSORS

ON-SITE BENEFITS

- **Tickets:** 10 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **Banner:** Displayed in rinkside experience

MARKETING BENEFITS

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in newsletter

SKATE WALKERS | $10,000

(1 Avaiable)

ON-SITE BENEFITS

- **Tickets:** 20 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **AD:** Display company ad on rink TV monitors throughout season.

MARKETING BENEFITS

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in newsletter

DASHER BOARD | $3,000

(26 Available)

ON-SITE BENEFITS

- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 2 guest passes to attend a private Media Day at the rink

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

COMMUNITY SPONSOR | $1,500

(12 Available)

ON-SITE BENEFITS

- **Dasher Board**: Logo on 6' x 3' dasher board ad with other community sponsors

MARKETING BENEFITS

- **Website:** Logo and link on the event webpage

PAST SPONSORS & COMMUNITY PARTNERS



THANK YOU TO OUR 2025-2026 SPONSORS/PARTNERS

PAINTED PIANOS

Presenting Sponsor Waters Moving & Storage. The Ballet School of Performing Arts, Kaiser Permanente, The Miles Hall Foundation, Visit Walnut Creek, BH Development, Broadway Plaza, Trinity Center, Toyota Walnut Creek, Steinway & Sons Walnut Creek, and BlueGoo Photography.

WALNUT CREEK UNCORKED

Presenting Sponsor Visit Walnut Creek. TruFusion Walnut Creek, TL2, Waters Moving & Storage, BARTable, Diablo Magazine, Walnut Creek City Lifestyle, City of Walnut Creek, BlueGoo Photography, BH Development, Kaiser Permanente, and Lesher Center for the Arts.

LOCUST STREET FESTIVAL

Presenting Sponsor Visit Walnut Creek. Toyota Walnut Creek, Highline Custom Jewelry, Fathers Brewing, Rotator Taproom, Calicraft Brewing, Hops & Scotch, Best Day Brewing, Corteza Vineyards, McGrail Vineyards, Bruc Winery, Fizz Walnut Creek, City of Walnut Creek, WC Police Department, WC Arts & Rec, Bluegoo Photography, Lindsay Wildlife Experience, WC Farmers Market, Community Clean-Up Crew, Diablo Magazine, Ike's Love & Sandwiches, Gusto Mio, Soiree Love, Grocery Outlet, Penske, Kaiser Permanente, BH Development, BARTable, Walnut Creek City Lifestyle, .

OKTOBERFEST

Presenting Sponsor Visit Walnut Creek, Armitage, BART, Bay Area Festivals, BH Development, Bike Concord, BlueGoo Photography, BRLO Cider, Broadway Plaza, Calicraft Brewing, Changes Salon & Day Spa, City of Walnut Creek, Costco, Delicato Family Wines, Dental Care of Walnut Creek, Dental Implant Center of Walnut Creek, Diablo Magazine, Dr. Christine Eng DDS Inc., EBMUD, Erdinger Weissbräu, Evergreen, First Tee Contra Costa, Francis Coppola Diamond Collection, German Guys Restaurant, Headlands Brewing, Hello Nello Company, HDR Remodeling, Highline Custom Jewelry, IBEW Local 302, Ike's Love & Sandwiches, Kinders, K Designers, Line 51 Brewing, Local Motion, Mechanics Bank, Mendocino Farms, Model Bakery, Morgan Stanley, ParkSmart, Penske, Pinky's Pizza & Pub, PODS Moving & Storage, Putter's Mini Golf, Relax Riesling, Republic Services, Rivian, Rocco's Ristorante & Pizzeria, Side Gate Brewery, SJH (Sevak Jamkochian Homes), Suntory All-Free, Tellus Coffee, The Ballet School of Performing Arts, The Fun & Game Experts, The Niello Company, Tifa Chocolate & Gelato, Tooth + Tongue Dental, Total Wine & More, Trader Joe's, UHaul, Ultimate Fieldhouse, Walnut Creek Arts & Rec, Walnut Creek Jazz, Walnut Creek Police Department, Waters Moving & Storage, Weihenstephan, Xue Clinic, Yelp, YogaSix

WALNUT CREEK ON ICE

Presenting Sponsor Visit Walnut Creek, City of Walnut Creek, Mechanics Bank, Bell Bros., Lindsay Wildlife Experience, Main Street Kitchen, Broadway Plaza, Highline Custom Jewelry, The Seven Hills School, Tice Valley Ballet School, Network Optix, The Ultimate Fieldhouse, Waters Moving & Storage, Contra Costa Oncology, Changes Salon & Day Spa, Downtown Ace Walnut Creek, F&M Bank, and Five Star Bank. Diablo Magazine, Walnut Creek City Lifestyle, Bartable, Nothing Bundt Cakes, Rocco's Ristorante Pizzeria, Yelp, Zebra Tattoo & Body Piercing, IBEW 302, and Desired Effect.

MORE WAYS TO SUPPORT DOWNTOWN WALNUT CREEK

VOLUNTEER
JOIN AS A MEMBER
MAKE A DONATION



WALNUT CREEK downtown

Kathy Hemmenway, Executive Director
kathy@walnutcreekdowntown.com

Donna Labriola, Director of Events & Community Relations
donna@walnutcreekdowntown.com

Walnut Creek Downtown Association
1630 N. Main Street #288
Walnut Creek, CA 94596
925.933.6778
Walnutcreekdowntown.com