



SPONSOR DAP PROGRAMMING



The 2025 Downtown Akron Fall Festival drew more than 3,000 people to Main St., Lock 3 and Lock 4 for an afternoon of trick-or-treating and family fun.

Downtown Akron Partnership's mission is to promote and build a vibrant and valuable downtown for all people.

DAP is dedicated to bringing people, activity, business and a thriving civic life to the heart of Akron. Through strategic marketing and management of downtown's resources, we're working to promote downtown as a live, work, play destination in the center of our city.

Our areas of focus include collaborative marketing and promotion; resources and support for business development; enhancement, and maintenance of the physical environment; safety and hospitality services; and signature programming and placemaking.

Opportunities

DAP offers a variety of sponsorship opportunities to showcase your business to the thousands of people who visit the downtown neighborhood every day for events, employment, leisure activities, food and drink, and more, alongside the growing number of residents who call downtown Akron home. Sponsorships are an excellent way to reach passionate audiences, while enhancing your brand with the public's increasing satisfaction* with downtown Akron.

Sponsorship opportunities are available for additional DAP signature events, summer Wellness on the Plaza programs, and seasonal beautification efforts.

**In 2024, 94.3% of DAP Annual Survey respondents answered very satisfied or satisfied when asked about their level of satisfaction with the overall appearance of downtown Akron, up from 59.1% in 2019.*





DOWNTOWN AKRON FALL FEST



Join us by supporting the Downtown Akron Fall Fest.

The event is planned and facilitated by DAP, working with numerous community partners to bring trick-or-treat stations and entertainment to Main St. In 2025 Fall Fest presented 20+ different trick-or-treat stations along Main St., from Cascade Plaza to Cedar St., along with a walk-through Boo-bus created by Akron METRO RTA, a kid-friendly spooky train ride, PBS Western Reserve Play Path, JustUs Line Dance Crew Zombie Dance, and more.

We expect even greater interest from local families as awareness of Downtown Akron Fall Fest continues to grow.

DOWNTOWN AKRON FALL FEST SPONSORSHIP

- **Stage Sponsor \$5,000 (limited to one)**
- **Haunted Lock 4 Sponsor \$1,000**
- **Community Advocate Sponsor \$750-\$3,000**
- **Photo Booth Sponsor \$750**
- **Pumpkin Sponsor \$600**
- **Spooky Express Sponsor \$500**
- **Candy Sponsor \$400**
- **Free Craft Sponsor \$300**
- **Costume Contest Sponsor \$250**
- **Bag Sponsor \$200**

Contact us for more information or to become an event sponsor at dcaruso@downtownakron.com

All sponsors will have name and logo on event materials and be recognized on social media, newsletters, from event stage, etc.

Sponsors of specific items/attractions will be recognized on those things, such as "Photo Booth sponsored by [Your Organization Name]."

Sponsors contributing \$2,000 or more can be permitted to send flyers for DAP to distribute at info table(s).

Sponsors contributing \$3,000 or more can be permitted to have a physical presence at the event.

Title sponsorships are available to companies who underwrite the total budgeted cost of the event.

