



MONTGOMERY PARKS
FOUNDATION

2026 SPECIAL EVENT

SPONSORSHIPS

About Us

The Montgomery Parks Foundation is the official nonprofit partner of Montgomery Parks. Founded in 1992, our mission is to empower county residents to shape, activate, and invest in the parks where they gather, play, and connect.

We know that parks are essential to the health and well-being of our community, and we are proud to help make Montgomery Parks a destination for recreation, discovery, and new experiences.

In collaboration with Montgomery Parks, we support programs and events that inspire connection, enrich lives, and strengthen our vibrant community.

Become a Partner

There are plenty of ways for your organization to engage and connect with the local community. If you are looking to elevate your brand, introduce a new product, or enhance your company's visibility, we invite you to partner with us as we bring people together through the power of parks.



Montgomery Parks Social Media Stats



42,000
Followers



15,300
Followers



10,800
Followers



May 2, 2026

Attendance: 10,000+

Sligo Creek Fest is a one-mile-long street festival and is Montgomery Parks' largest annual event. Set along the scenic Sligo Creek Parkway, the festival features performances by regional and local bands across three stages, entertainment and activities for kids, and interactive booths from over fifteen Parks groups and programs.



Main Stage Sponsor

\$10,000

Limit one sponsorship opportunity

- Name/logo as "Presenting or Title Sponsor" on the main stage banner
- Logo on event website and logo included on print/digital marketing
- Onsite 10x10 booth space provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (3)
- Referenced stage title in social media and marketing outreach



Festival Stage Sponsor

\$5,000

Limit one sponsorship opportunity

- Logo on event website and logo included on select promotional materials
- Banner with sponsor name above the stage
- Onsite 10x10 booth space provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1)
- Referenced stage title in social media and marketing outreach



Kid's Stage Sponsor

\$5,000

Limit one sponsorship opportunity

- Logo on event website and logo included on select promotional materials
- Banner with sponsor name above the stage
- Onsite 10x10 booth space provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1)
- Referenced stage title in social media and marketing outreach

Valet Bike Parking Sponsor

\$5,000

Limit one sponsorship opportunity

- Presenting Sponsor of Valet Bike Parking
- Logo on event website and logo included on print/digital marketing
- Onsite 10x10 booth space provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1)
- Referenced title in social media and marketing outreach

Partner Sponsor

\$1,000

- Logo on event website and logo included on select promotional materials
- Included in one social media post thanking all sponsors

Digital Sponsor

\$500

- Logo on event website





September 19, 2026

Attendance: 5,000+

Montgomery Parks Ale Trail is a family-friendly event that combines craft beer, live music, and the great outdoors. Guests can enjoy a scenic 2.5-mile round-trip hike, two beer gardens featuring live musical performances, tasty local brews, and delicious food. Kids can enjoy live entertainment and tree climbing, making it a memorable experience for all ages!



Main Stage Sponsor

\$7,500

Limit one sponsorship opportunity

- Name/logo on the main stage banner
- Logo on event website and logo included on print/digital marketing
- Onsite booth (10x10) provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (3)
- Referenced stage title in social media and marketing outreach



Mid-hike Stage Sponsor

\$5,000

Limit one sponsorship opportunity

- Banner on the onsite booth with activity/giveaways
- Logo on event website and logo included on select promotional materials
- Onsite booth (10x10) provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1)
- Referenced stage title in social media and marketing outreach



Valet Bike Parking Sponsor

\$4,000

Limit one sponsorship opportunity

- Presenting sponsor of Valet Bike Parking
- Listed as sponsor of bike valet locations on event website
- Logo on event website
- Option for onsite booth (10x10) provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1)
- Referenced title in social media and marketing outreach

Supporting Sponsor

\$2,000

Limit six sponsorship opportunities

- Onsite booth space (10x10), sponsor responsible for providing tent and equipment
- Logo on event website

Partner Sponsor

\$1,000

- Logo on event website and logo included on select promotional materials
- Included in one social media post thanking all sponsors

Digital Sponsor

\$500

- Logo on event website





March 14 & April 17

May 21 & October 24

Attendance: 200 - 1,500



Acoustics & Ales is a popular outdoor happy hour series that offers free and fun entertainment for families and community members of all ages to enjoy. Held at scenic park locations, each event features live acoustic music, local craft beer, and food vendors. With a loyal and growing audience, Acoustics & Ales provides a unique opportunity for sponsors to engage with the community in a casual, high-visibility setting.

Title Sponsor \$5,000

Limit one sponsorship opportunity (Spring or Fall Series)

- Name/logo as "Presenting or Title Sponsor" on the stage banner
- Logo on event website and logo included on print/digital marketing
- Onsite 10x10 booth provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1) for each event
- Referenced "sponsored by" in social media and marketing outreach throughout the series

Supporting Sponsor \$2,000

Limit two per event date

- Onsite 10x10 booth, tent, and equipment provided by sponsor
- Logo on event website

Entertainment Sponsor \$1,500

Limited to two to three per series

- Sponsorship of a performer for a single date
- Logo on event website
- Stage mention of sponsor at top of event (1)

Partner Sponsor \$1,000

- Logo on event website
- Included in one social media post thanking all sponsors

Digital Sponsor \$500

- Logo on event website



July: 16, 23 & 30

August: 6 & 13

Attendance: 300 per event



The Parks Summer Concert Series is a free, family-friendly event series that brings live music to beautiful park settings across the county. Featuring a diverse lineup of local and regional bands, the series offers a relaxed, picnic-style atmosphere with food vendors, lawn games, and activities for all ages. Each concert draws a vibrant crowd, creating an ideal opportunity for sponsors to reach community members in a fun environment.

Title Sponsor

\$3,500

Limit one sponsorship opportunity per series

- Name/logo as "Presenting or Title Sponsor" on the stage banner
- Logo on event website and logo included on print/digital marketing
- Onsite 10x10 booth provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (1) for each event
- Referenced "sponsored by" in social media and marketing outreach throughout the series

Supporting Sponsor

\$1,000

Limit two per event date

- Onsite 10x10 booth, tent, and equipment provided by sponsor
- Logo on event website

Digital Sponsor

\$500

- Logo on event website





May 18th - August 2nd

35 Performances

Attendance: 250 per event



Parks Playhouse Junior is a beloved children's entertainment series featuring 28 fun-filled performances at parks across Montgomery County. Designed for young audiences and their families, the series includes interactive theater, music, puppetry, and more in a welcoming outdoor setting. Parks Playhouse Junior attracts a diverse audience, offering sponsors repeated, high-visibility engagement throughout the summer.

■ Title Sponsor

\$5,000

Limit one sponsorship opportunity per series

- Exclusive branding as the Series Sponsor
- Logo on event website and logo included on select promotional materials
- Onsite 10x10 booth for (3) events provided by Montgomery Parks
- Post highlighting sponsorship across social media platforms (2)



For more information, contact:

Jaclyn Riedel

jaclyn.riedel@montgomeryparks.org

301-495-2487



MONTGOMERY PARKS
F O U N D A T I O N