

Newtown Village, Ohio
Newtown Summerfest/Winterfest Planning Committee

Summerfest: August 8th, 2026 on Church Street South of Main Street

Dear Newtown Business Owner,

As Newtown continues to flourish, our community spirit has reached an unprecedented height. This year, we are pleased to announce the expansion of **Summerfest 2026**—an initiative designed not only to celebrate our historic village but to provide a robust platform for local business growth.

Demonstrating our commitment to this partnership, the Village is investing in funding dedicated exclusively to high-quality promotional production and marketing assets. This investment ensures that your sponsorship is met with professional marketing support that amplifies your brand's presence throughout the entire region.

One Partnership, Double the Impact:

To maximize your investment, we are thrilled to share that your single donation secures premier business sponsorship recognition at **both** Summerfest and our beloved Winterfest celebration! This dual-festival coverage ensures your brand remains front and center with local consumers across multiple seasons.

Partnering with us is a strategic investment in your business's local footprint. Beyond a traditional donation, this is an opportunity to secure significant year-round visibility, capture high-intent foot traffic, and foster deep consumer loyalty within the community.

The Story Behind Our Celebrations

To understand the impact of your partnership, we look back at how these festivals have shaped our vibrant community:

- **The Growth of Summerfest:** Launched in 2024, Summerfest was created as a community celebration designed to provide an economic boost to the Village by attracting residents and visitors to support local businesses. Fully funded through a generous grant from the Hamilton County Board of Commissioners in 2024 and 2025, Newtown has taken that investment and created a successful and memorable experience that the community truly enjoys. Attendance more than doubled from the first year to the second, drawing close to **3,000 attendees** in 2025! As Summerfest continues to grow, our long-term goal is to transition to a sustainable funding model supported through sponsorships, vendor participation fees, and event-generated revenue.
- **The Tradition of Winterfest:** Winterfest is a cherished Newtown tradition that was proudly revived in 2022. Each year, the event brings the community together for a festive evening featuring visits with Santa and Mrs. Claus, seasonal music, local holiday shopping opportunities, delicious food, a cozy fire pit, and complimentary hot chocolate. It celebrates the true spirit of the season while providing an essential winter platform for residents to support local businesses and vendors.

Together, Summerfest and Winterfest have become cornerstone community celebrations that bring people of all ages together for connection, entertainment, and engagement. With your continued support, both festivals will continue to expand while remaining committed to creating memorable experiences and strengthening local connections for years to come.

Thank you for your dedication to making Newtown a wonderful place to live, work, and play.

Warm regards,

The Summerfest & Winterfest Planning Committee

Village of Newtown, Ohio

www.newtownohio.gov

Sponsorship Opportunities

Note: Sponsorship levels are cumulative; each tier includes all benefits from the preceding levels for both Summerfest and Winterfest.

Investment Tier	Sponsorship Level	Key Partnership Benefits
\$100	Civic Support Donor	Business name featured on the official donor registry displayed at event grounds.
\$250	Digital Logo Partner	Corporate logo featured on the official Summerfest and Winterfest Facebook page with direct URL linking.
\$500	Digital Feature Partner	A dedicated standalone social media spotlight post highlighting your specific services.
\$1,000	Municipal Signage Partner	Logo placement on high-visibility signage at strategic high-traffic village locations.
\$2,000	Main-Stage Partner	Custom corporate banner at the main stage and premium verbal recognition during the event.
\$3,000	Staff Infrastructure Partner	Logo placement on the reverse of all official staff and volunteer apparel.
\$5,000	Commemorative Beverage Partner	Exclusive logo placement on souvenir beer cups, providing lasting brand impressions.

Sponsorship Commitment Form

Please complete the section below to finalize your dual-festival partnership for 2026. Along with this completed form, please submit a high-resolution copy of your company logo to ensure high-quality printing.

- **Business Name:** _____
- **Contact Name:** _____
- **Email / Phone:** _____

Selected Sponsorship Level:

☐ \$5,000 ☐ \$3,000 ☐ \$2,000 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100

- **Authorized Signature:** _____ **Date:** _____

Payment Instructions: Checks should be made payable to "**Newtown Winterfest**" (EIN: 88-0758727) and mailed to **6809 Main St #400, Cincinnati, OH 45244**. A receipt will be provided for tax purposes. Payments and logo submissions are due by 5pm July 17th, 2026.

Logos and/or questions should be emailed to newtownwinterfest@gmail.com.