



SPONSORSHIP OPPORTUNITIES  
2023 FESTIVALS & EVENTS

# There's a lot to love in Occoquan!

Occoquan, Virginia is a small yet vibrant riverfront town, located 20 miles south of Washington, D.C. Home to just over 1,000 residents, we have 100+ small and family-owned businesses including award-winning restaurants, art galleries, hair & spa services, plus dozens of unique shops and boutiques. Whether you visit for the charming shops and restaurants, walking along the river boardwalk, or relaxing in one of the town's waterfront parks, you will love Occoquan and our small-town quality of life!

Originally an 18th-century mill town nestled on the banks of the Occoquan River, the town was made a Virginia historic landmark in 1983. Occoquan today has successfully combined nearly 300 years of history with modern attractions and events. Our twice-annual, two-day festivals (**RiverFest & Craft Show** in June and the **Fall Arts & Crafts Show** in September) attract tens of thousands of visitors from the Washington D.C. region and beyond. Occoquan also hosts seasonally themed town-wide events during Easter, Halloween, and the winter holidays, as well as a summer concert and a trivia night series in River Mill Park, all of which generate excitement and bring visitors to town.

Together with the Workhouse Arts Center and the Occoquan Regional Park, the Town of Occoquan creates Virginia's first inter-jurisdictional arts and cultural district. This new district's aim is to expand arts and cultural opportunities available to visitors in Prince William and Fairfax counties. The establishment of this district allows the town to work with other jurisdictions to brand the region as a destination for tourism, commerce, and cultural leisure activities.

Learn more at [visitoccoquanva.com](http://visitoccoquanva.com)!



## Our Area

Located 20 miles south of Washington, D.C. in Prince William County, Occoquan is part of the National Capital Region, home to over **6 million** highly educated and affluent people.



**\$107,132**

PWC median household income



**32.5**

PWC median age of home purchasing

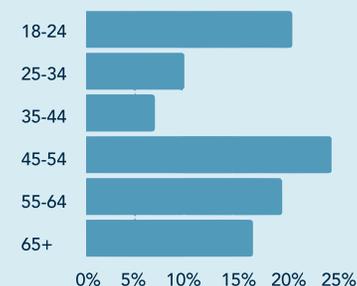
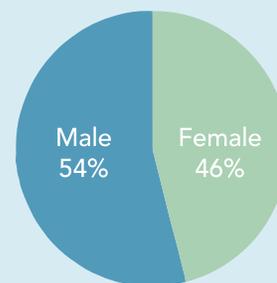


**57%**

PWC minority population

## Audience Insights

A correlation of data from behavioral audiences for "arts and crafts festival", "summer outdoor concert series" and "Washington D.C. Metro area residents" closely defines audiences at our events. Our study yielded the following insights:



They correlate highest with the following interests:



**45%**

plan to purchase a car in the next two years



**63%**

plan to purchase a new home or finance a remodel



**63%**

plan to travel outside of the state in which they reside

Demographics courtesy Prince William County Dept. of Economic Development and US Census 2019 Estimator

# Festivals

## RiverFest & Craft Show

(June 3-4, 2023)

## Fall Arts & Crafts Show

(Sept. 23-24, 2023)

These events are Occoquan's predominant events, with over 10,000 attendees each weekend.



# Festival Sponsorship Opportunities

Our festivals offer customizable ways for your organization to engage with a profitable audience through sponsorships. You can choose assets/activations from the list on the next page, or design your own!

## Presenting Sponsor *(2 available)* **\$25,000**

- Available for RiverFest & Craft Show or Fall Arts & Crafts Show
- Category exclusivity
- Unlimited number of sponsorship assets/activations
- Naming rights (e.g., RiverFest presented by [your company])

## Core Sponsorships *(unlimited)*

Core sponsorships are opportunities that help us fund festival-specific areas. Number of assets included depends on level of support.

Reservoir Sponsor	\$10,000
Tributary Sponsor	\$5,000
Basin Sponsor	\$2,500
Watershed Sponsor	\$1,500
Vendor Sponsor	\$1,000

## Spotlight Sponsorships *(6 available)*

Spotlight sponsorships are a unique way for businesses to host a specific part of either festival. Specific assets depend on level.

Beer and Wine Garden	\$5,000	
Shuttle Sponsorships	\$5,000	
Conservation/Imagination Alley	\$2,500	
Vendor Breakfast	\$1,000	SOLD OUT for Riverfest

# Engage Your Brand

The Town of Occoquan Events offer effective ways to engage your brand with a profitable group of consumers, garner media attention, and recruit employees. Some of these ways are traditional, and some are novel.

We refer to these opportunities as Sponsorship Assets, and we offer a non-exhaustive list below. We also welcome your own creative ideas for how to engage your brand!

## Sponsorship Assets

- |                         |                      |
|-------------------------|----------------------|
| Event Merchandise       | Food and Drink       |
| Booth(s) at Events      | Flags and Banners    |
| Raffles and Giveaways   | Volunteers           |
| Banners and Signage     | VIP Lounge           |
| Music and Entertainment | VIP Gift Bags        |
| Employee Outings        | Ads in Event Program |
| Venue Product Displays  | VIP Parking          |



# Town Events

**Peep Week**  
**Discover Occoquan**  
**Spirits & Spirits**  
**HolidayFest**

Annual town events draw thousands of visitors to the historic district



*Our popular Tree Lighting event kicks off HolidayFest each year*

# Town Events

## Peep Week

April 4 -8, 2023

A unique event in historic Occoquan wherein visitors vote for their favorite PEEPS® dioramas in two fun ways! First, visitors can vote on dioramas created by town businesses. Then they can head to Town Hall to check out the Occoquan Community Peep Contest and vote on those entries from the community.

## Discover Occoquan

August 19 - 20, 2023

This fun August event celebrates the town businesses plus highlights the heritage of our historic town to visitors. It features the famous Occoquan Duck Splash, where 1000+ rubber ducks race down the river to raise money for a local nonprofit. The event also hosts business demonstrations, a concert in River Mill Park, and Sip & Stroll. Visitors are invited to browse the town's unique shops, boutiques, galleries, restaurants, and cafes to experience all that Occoquan has to offer.

## Spirits & Spirits

October 27 - 28, 2023

Get ready for a spooky, scary good time during Occoquan's Spirits & Spirits! The weekend event is anchored by the crowd-favorite Haunted Maze & Spirits Garden. If you prefer your All Hallows' Eve to be on the tamer side, enjoy our family-friendly costume parade and contest, plus movie night in the park.

## HolidayFest

November 18 - December 3, 2023

HolidayFest brings two weeks of holiday activities, entertainment, and shopping, beginning with the annual Tree Lighting and Shop Late night on Saturday, November 18, 2023. #ShopSmall weekend is promoted over Thanksgiving weekend, then the event ends with the popular Holiday Artisan Market held in River Mill Park. A number of other holiday festivities, such as visits with Santa, a community gingerbread making contest, s'mores & fire pits, afternoon concerts, and more are scheduled during the festival.

# Sponsorship Opportunities

## Event Sponsorship (4 available)

\$5,000

- Presenting sponsor for one of the four Town Events

## Spotlight Sponsorships (6 available)

Spotlight sponsorships are a unique way for businesses to host a specific part of either festival. Specific assets depend on level.

Artisan Market Sponsor ( <i>HolidayFest</i> )	\$2,500
Costume Parade & Contest Sponsor ( <i>Spirits &amp; Spirits</i> )	\$2,500
Halloween Movie in the Park Sponsor ( <i>Spirits &amp; Spirits</i> )	\$2,500
Tree Light Sponsor ( <i>HolidayFest</i> )	\$1,500
Santa Arrives by Boat ( <i>HolidayFest</i> )	\$1,500
Shuttle Sponsor ( <i>all events</i> )	\$500



# Community Series Events

## Music on Mill Trivia Nights

Community events bring locals into town on a monthly basis during the warmer months



# Community Series Events

## Music on Mill

Saturdays, May - August

May through August the Town hosts an outdoor concert series in River Mill Park, featuring local bands and a varied genre. Concerts are free to the public.

## Trivia Nights in River Mill Park

Fridays, May - October

The Town hosts Trivia Night in River Mill Park. Held on one Friday per month, May through October, in River Mill Park. Teams of contestants share their knowledge about a variety of topics in a fun competition.

# Sponsorship Opportunities

## Series Sponsorship

(2 available)

\$5,000

- Sponsor the full season of Trivia Night or Music on Mill

# Media

Occoquan is part of the Washington DC Media Marketplace, the 7th largest in the USA, as ranked by Nielsen, with a TV Household population of 2,476,680. Stories about Occoquan's events and live broadcasts regularly feature on Fox 5 DC's Zip Trip series of events. In addition, several Town of Occoquan representatives and in-town businesses regularly appear on both local and national news, promoting the town and businesses.



## Facebook

11,375 followers

Ages 18-34	12%
Ages 35-44	25%
Ages 45-54	26%
Ages 55-64	21%
Ages 65+	16%

128,185 viewers reached in 2022

731 new followers in 2022



## Instagram

3,274 followers

Ages 18-34	25%
Ages 35-44	32%
Ages 45-54	22%
Ages 55-64	13%
Ages 65+	8%

35,836 viewers reached in 2022

652 new followers in 2022



## Twitter

797 followers

age demographic not available

11,432 impressions in 2022

61 new followers in 2022



To discuss sponsorship opportunities, please contact:

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