



greater EASTON  
development PARTNERSHIP

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# 2026 SIGNATURE EVENTS





All events presented within are programs of **GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**, a volunteer-driven, 501(c)(3) nonprofit entity that collaborates to nurture Easton's economic well-being and cultural vibrancy.



SUNDAY, MAY 24, 2026 | 9 AM - 8 PM | DOWNTOWN EASTON

The **EASTON CRITERIUM** is one of the **Lehigh Valley’s premier sporting events**, transforming downtown Easton into a high-energy, closed-course cycling race that draws thousands of spectators, athletes, and visitors from across the region. Featuring **elite and amateur racers, fast-paced competition, and a festival-style atmosphere**, the Criterium delivers **unmatched visibility and engagement** in the heart of the city.

Sponsoring the **EASTON CRITERIUM** places your brand front and center with a **diverse, active, and highly engaged audience** through on-course branding, media exposure, digital promotion, and on-site activation opportunities. **Beyond race day**, sponsorship supports downtown vibrancy, tourism, and Easton’s growing reputation as a destination for major athletic and community events—aligning your brand with speed, endurance, and community impact.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>Start/Finish VIP Zone</li> <li>Official Pace Car</li> <li>Block Party Stage</li> </ul>	<ul style="list-style-type: none"> <li>Men’s Pro Race</li> <li>Women’s Pro Race</li> <li>5K Run</li> <li>Community Ride</li> <li>Sitgreaves VIP Zone</li> <li>100 Block VIP Zone</li> <li>Block Party VIP Zone</li> <li>People’s Picnic</li> <li>Jumbotron</li> </ul>	<ul style="list-style-type: none"> <li>Promo Primes</li> <li>Amateur Race</li> <li>Junior Race</li> <li>Wheelie Competition</li> <li>Kids’ Sprint</li> <li>Skateboard Competition</li> <li>Course Turn</li> <li>Kids’ Zone</li> </ul>	
<b>Logo on Marketing Materials</b>				
<b>Booth Space</b>	10’ x 20’	10’ x 15’	10’ x 10’	10’ x 10’
<b>Mesh Course Banners</b>	2	1		
<b>Panel Course Banners</b>	8	6	4	2
<b>Live Mentions</b>	4	2	1	
<b>:10 Jumbotron Slide</b>	2	1		
<b>Social Media</b>	2 collaboration posts 1 story	1 collaboration post	1 post	
<b>Website Logo &amp; Link</b>				text
<b>VIP Zone Passes / VIP Parking (value)</b>	10 / 5 (\$1,150)	6 / 3 (\$690)	4 / 2 (\$460)	2 / 1 (\$230)
<b>5K Entries (value)</b>	30 (\$1,200)	15 (\$600)	10 (\$400)	5 (\$200)
<b>Sponsorship Fee</b>	\$20,000	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, March 27, 2026	Friday, April 24, 2026		



SATURDAY, JULY 11, 2026 | 9 AM – 9 PM | DOWNTOWN EASTON

At noon on July 8, 1776, Easton became **one of only three places in America where the Declaration of Independence was first read** aloud. That historic moment cemented Easton’s role in the nation’s founding—and its enduring commitment to the ideals of freedom, expression, and opportunity. As the country approaches **America’s 250th Birthday Celebration**, Easton proudly honors its place at the very heart of the American story.

That legacy comes alive each year with **HERITAGE DAY**—a free, full-day, family-friendly festival that **commemorates our past while celebrating the vibrant, creative spirit of today**. The event features **historical reenactments, activities for kids, immersive educational programming, and three live music stages** showcasing a dynamic lineup of local favorites and touring artists. From history to live entertainment, **HERITAGE DAY** brings the community together for **an unforgettable celebration of independence, culture, and the American spirit**.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	<ul style="list-style-type: none"> <li>• Main Stage</li> <li>• 3<sup>rd</sup> &amp; Ferry Stage</li> <li>• Heritage Tavern / Beer Garden</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers’ Market Stage</li> <li>• History Row</li> <li>• Scavenger Hunt</li> <li>• VIP Zone (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Trolley Panels (limit 4)</li> <li>• Artist Hospitality Lounge (2)</li> </ul>	
<b>Logo on Marketing Materials</b>				
<b>Booth Space (location)</b>	10’ x 20’ (premier)	10’ x 15’ (priority)	10’ x 10’ (priority)	10’ x 10’ (standard)
<b>Live Mentions</b>	4	2	1	
<b>Press Release Inclusions</b>	yes	yes		
<b>Social Media</b>	2 collaboration posts 1 stories	1 collaboration post	1 post	
<b>Eblast Logo &amp; Link (18,000 recipients)</b>				
<b>Website Logo &amp; Link</b>				text
<b>VIP Zone Passes / VIP Parking (value)</b>	20 / 10 (\$1,300)	10 / 5 (\$650)	4 / 2 (\$260)	2 / 1 (\$130)
<b>Sponsorship Fee</b>	\$20,000	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, May 8, 2026	Friday, June 12, 2026		






\*Presenting Sponsor Level currently available.



NOVEMBER 7 & 8, 2026 | 10 AM – 5 PM | DOWNTOWN EASTON

Located in the heart of historic Easton, PA, **PA BACON FEST** is a **premier regional food and entertainment festival** delivering **large-scale audience reach and high-impact brand exposure**. The annual two-day event features **185+ vendors, 35+ live performances** across multiple stages, and attracts **80,000 highly engaged attendees** from across the East Coast.

Recognized for both quality and scale, **PA BACON FEST** has been voted **Best Festival** and **Best Culinary Event** by Lehigh Valley Style Magazine and has received national recognition from Parade Magazine and FEST300.com, ranking among **the Top 300 Festivals in the World**. **PA BACON FEST** offers a proven platform for sponsors to connect with passionate consumers, drive measurable brand visibility, and align with a trusted, **award-winning event during a high-energy, purchase-driven weekend**.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>• 3rd &amp; Ferry Stage</li> <li>• Free Bridge Stage</li> <li>• Pigskin Lounge</li> <li>• VIP Zone</li> <li>• Beer Garden</li> </ul>	<ul style="list-style-type: none"> <li>• Kids' Zone</li> <li>• North 3rd St. Stage</li> <li>• Centre Square Stage</li> <li>• Prize Wheel</li> <li>• Brews &amp; Booze Tasting</li> <li>• Jumbotron</li> </ul>	<ul style="list-style-type: none"> <li>• Selfie Station</li> <li>• 50/50 Raffle</li> <li>• Contests:               <ul style="list-style-type: none"> <li>Bacon Eating</li> <li>Bacon Bingo</li> <li>Dog Costume</li> <li>Swine Holding</li> </ul> </li> </ul>	
<b>Logo on Marketing Materials</b>				
<b>Booth Space (location)</b>	10' x 20' (premier)	10' x 15' (preferred)	10' x 10' (priority)	10' x 10' (standard)
<b>Live Mentions</b>	4	2	1	
<b>:10 Jumbotron Slide</b>	two	one		
<b>Press Release Inclusions</b>	yes	yes		
<b>Social Media</b>	2 collaboration posts 1 stories	1 collaboration post	1 post	
<b>Map Branding</b>	yes	yes	yes	
<b>Eblast Logo &amp; Link (18,000 recipients)</b>				
<b>Website Logo &amp; Link</b>				text
<b>VIP Zone Passes / VIP Parking (value)</b>	12 / 6 (\$1,080)	6 / 3 (\$540)	4 / 2 (\$360)	2 / 1 (\$180)
<b>5K Entries (value)</b>	30 (\$1,200)	15 (\$600)	10 (\$400)	5 (\$200)
<b>Sponsorship Fee</b>	\$20,000	\$10,000	\$5,000	\$3,000
<b>Commitment Deadline</b>	Friday, August 28, 2026		Friday, October 9, 2026	








FRIDAY (4 – 8 PM), SATURDAY (12 – 8 PM), SUNDAY (12 – 5 PM) | NOV 27 – DEC 20 | DOWNTOWN EASTON

**EASTON WINTER VILLAGE** is a **signature four-weekend holiday experience** that transforms downtown Easton into a vibrant, immersive seasonal destination. Launched in 2020 to safely bring the community together, the event has quickly become a **cherished regional tradition**, welcoming families, residents, and visitors throughout the holiday season.

**Easton Winter Village** has been reimagined to drive repeat visitation and deeper engagement each weekend. Expanded programming—including **weekly football watch parties, Sunday movie matinees, live music and carolers, downtown shopping activations, and festive interactive experiences**—creates multiple touchpoints for brands to connect meaningfully with audiences in a warm, high-energy environment.

For sponsors, **Easton Winter Village** offers a unique partnership opportunity to align with a beloved community event while gaining sustained visibility, authentic audience engagement, and measurable impact during **one of the most active retail and tourism periods of the year**.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>• Tree Lighting/ Opening Ceremony</li> <li>• Peace Candle Lighting Ceremony</li> <li>• Closing Ceremony</li> </ul>	<ul style="list-style-type: none"> <li>• Winter Garden (limit 2)</li> <li>• Holiday Trolley (limit 4)</li> </ul>	<ul style="list-style-type: none"> <li>• Sunday Movie Matinees (limit 2)</li> <li>• Winter Village Stage (limit 6)</li> <li>• Holiday Karaoke (limit 2)</li> <li>• College Football Tailgates (limit 4)</li> <li>• Trolley Stop (limit 5)</li> </ul>	
<b>Logo on Marketing Materials</b>				
<b>Banner Signage</b>	2	1	1	1
<b>Hut Space (optional)</b>	8 event days	4 event days		
<b>Live Mentions</b>	3 custom	2	1	
<b>Press Release Inclusions</b>	yes	yes		
<b>Social Media</b>	2 collaboration posts 1 story	1 collaboration post	1 post	
<b>Eblasts Logo &amp; Link (18,000 recipients)</b>				
<b>Website Logo &amp; Link</b>				text
<b>Sponsorship Fee</b>	\$10,000	\$5,000	\$2,500	\$750
<b>Commitment Deadline</b>	Friday, October 9, 2026	Friday, October 23, 2026		

# COMMUNITY EVENTS



**HISTORIC DOWNTOWN EASTON's** riverfront location and wealth of historic architecture are constant reminders of its prominent role in the nation's founding and its establishment as a place of business. Easton is a **central hub of arts and entertainment** in eastern Pennsylvania. Within this creative district, arts tourism will continue to flourish with all downtown has to offer, including shops, restaurants, galleries and gathering places. Support our programming by partnering with some of our most popular events, **connecting your brand with our merchants and thousands of guests who live, work and play in the Easton area.**



**ACOUSTIC KITCHEN** brings intimate, stripped-down performances to the Community Room at the Easton Public Market. The series showcases talented local and regional artists in a warm, welcoming setting—perfect for enjoying great music alongside the Market's vibrant food and drink offerings.

FRIDAYS & SATURDAYS | YEAR-ROUND | 6 – 8:00 PM | EASTON PUBLIC MARKET



Experience the magic of **FOURTH FRIDAYS** and our new **PLAZA PARTIES!** Explore our quaint shops and galleries; enjoy live music, entertainment and fun activities sprinkled throughout town. Stay for dinner and maybe a show or just soak up the summer vibes. There's always something new waiting to be discovered downtown!

FOURTH FRIDAYS | APRIL – OCTOBER | 5 – 8 PM | DOWNTOWN



Downtown Easton welcomes Spring with our annual **SPRING INTO EASTON** shopping and tasting crawl. Enjoy a day strolling downtown checking out shops while sampling fare from some of Easton's finest eateries. With an average of 30 participating businesses paired with 30 restaurants, we welcome approximately 700-1,000 guests.

SATURDAY, APRIL 18, 2026 | 12 – 4 PM | DOWNTOWN



The **HISTORIC EASTON HOUSE TOUR** is an annual preservation event drawing 800-1,000 guests for exclusive access to Easton's most significant historic properties. Tour proceeds directly fund local restoration projects, while supporting ongoing cultural initiatives through the Easton Main Street Initiative.

SATURDAY, MAY 2, 2026 | 10 AM – 5 PM | GREATER EASTON



**LIVE AT THE FALLS** celebrates the beauty of Easton's waterfront parks with a weekly event full of great tunes, local food and drink vendors, and plenty of family-friendly lawn games! The event draws approximately 400 guests each week.

EVERY THURSDAY | JUNE – AUGUST | 6 – 8:30 PM | SCOTT PARK



**EASTON PRIDE** is a community-wide celebration of LGBTQ+ visibility, equality, and love, bringing people together for a day of music, entertainment, and connection. The event features community organizations, local vendors, food, and activities for all ages—creating a safe, welcoming, and affirming space for everyone.

SUNDAY, JUNE 7, 2026 | 3 – 8 PM | DOWNTOWN

# COMMUNITY EVENTS



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SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Sponsor*</b>	<ul style="list-style-type: none"> <li>• Easton Fourth Fridays / Plaza Parties</li> <li>• Spring Into Easton</li> <li>• Historic Easton House Tour</li> <li>• Easton Pride</li> <li>• Plaza Parties</li> </ul>			
<b>Logo on Marketing Materials</b>	★			
<b>Booth Space (10'x10')</b>	10 event days	6 event days	3 event days	1 event day
<b>Live Mentions</b>	3 custom	2	1	
<b>Press Release Inclusions</b>	yes	yes		
<b>Social Media</b>	2 collaboration posts 1 stories	1 collaboration post	1 story	
<b>Eblasts Logo &amp; Link (18,000 recipients)</b>	★			
<b>Website Logo &amp; Link</b>	★		★	
<b>Sponsorship Fee</b>	\$5,000	\$3,000	\$1,500	\$500
<b>Commitment Deadline</b>	Friday, March 20, 2026	two weeks prior to first event date		

\*Presenting Sponsor Level also available for **ACOUSTIC KITCHEN**. Custom proposal available upon request.

# PHILANTHROPIC EVENTS



Founded in 1983, the **GREATER EASTON DEVELOPMENT PARTNERSHIP (GEDP)**, is a volunteer driven, 501(c)(3) nonprofit entity that collaborates to nurture Easton’s economic well-being and cultural vibrancy. We strive towards making Easton a national model of a livable and welcoming small city. To support our efforts, GEDP hosts two fundraising events throughout the year that provide a relaxed, casual atmosphere to enjoy fine food and beverages along with great company.



**ROSÉ ON THE RIVER** is a relaxed fundraising event held at Easton’s beautiful Scott Park, located at the confluence of the Lehigh and Delaware Rivers. ROSÉ ON THE RIVER guests sample a variety of international rosés, fresh oysters, passed hors d’oeuvres, and live music. Join us in celebration of National Rosé Day!

SATURDAY, JUNE 13, 2026 | 6 PM | SCOTT PARK



**A NIGHT OF BOURBON** is a premier bourbon tasting event hosted at Easton’s historic Pomfret Club. Guests enjoy tasting fifteen exclusive bourbons, a pub-fare menu, passed hors d’oeuvres, a raffle entry to win a specialty bottle of bourbon, and live music.

SATURDAY, JANUARY 30, 2027 | 5 – 8 PM | POMFRET CLUB

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>• Wine / Bourbon Station</li> <li>• Live Music</li> </ul>			
<b>Logo on Marketing Materials</b>	★	★		
<b>Live Mentions</b>	yes	yes	yes	yes
<b>Press Release Inclusions</b>	yes	yes		
<b>Eblasts Logo &amp; Link</b> (18,000 recipients)	★			
<b>Website Logo &amp; Link</b>	★	★	★	*
<b>Event Tickets</b> (value)	6 (\$900)	4 (\$600)	4 (\$600)	2 (\$300)
<b>Sponsorship Fee</b>	\$5,000 \$9,000/both	\$2,500 \$4,500/both	\$1,000 \$1,800/both	\$500 \$900/both
<b>Commitment Deadlines</b>	Rosé on the River – Friday, May 8, 2026 Night of Bourbon – Friday, January 8, 2027			

\*Presenting Sponsor Levels currently available. Custom proposal available upon request.

greater EASTON  
development PARTNERSHIP

2026 MARKET  
DISTRICT

FAST  
&  
FRESH  
EASTON FARMERS  
MARKET  
1752



Established in 1752, the **EASTON FARMERS' MARKET** is America's longest, continuously running open-air market. Today the market remains a rich and colorful piece of Easton's heritage. Each week it draws families, local chefs, foodies, and tourists.

The mission of the **EASTON FARMERS' MARKET** is to provide **fresh, high quality, local produce and food products** directly from regional farms and businesses to the **2,500 consumers** every Saturday. Our market family – a passionate group of farmers, entrepreneurs, chefs, and artists – is fully committed to their craft and dedicated to **making our world a better, healthier, more beautiful place**. All products sold are locally grown and produced, with most of the produce naturally/organically grown. All meat and dairy are antibiotic and hormone-free, and animals are pasture-raised. And yes, all farms undergo a full on-site inspection to ensure the quality of products you expect.








SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	<ul style="list-style-type: none"> <li>• Scott Park Stage</li> <li>• Music Series</li> <li>• Special Event (choose one)</li> </ul>	<ul style="list-style-type: none"> <li>• Acoustic Tent</li> <li>• Creativity Tent</li> <li>• Sustainability</li> <li>• Rock Skipping Competition</li> </ul>		
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	all market days	5 market days	3 market days	1 market day
<b>Booth Space (10'x10')</b>	10 market days	5 market days	3 market days	1 market day
<b>Live Mentions (May-December)</b>	3 custom	3	2	
<b>Social Media</b>	3 custom	3	2	1
<b>Eblasts Logo &amp; Link</b>				text
<b>Website Logo &amp; Link</b>				text
<b>Sponsorship Fee</b>	\$10,000	\$5,000	\$3,000	\$1,000
<b>Commitment Deadline</b>	Friday, March 20, 2026	two weeks prior to first event date		

**Special Events 2026:** May 2 - Opening Day | May 30 - Strawberry Day | June 27 - Pollinator Day | **July 11 - Our 274th Birthday Celebration/Easton Heritage Day** | Aug 1 - Peach Day | Aug. 15 - Tomato Day | **Sept 5 - Funky Ferments Fest** | **Sept 26 - Hot Pepper Showdown** | Oct 17 - Apple Jam | **Oct 31 - Pumpkins & Pooches** | Dec 5 & 12 - Photos with Santa & The Goats

\*Presenting Sponsor Level currently available.



An offspring of EASTON FARMERS' MARKET, the **WEST WARD MARKET (WWM)** was established in 2022 to provide a **social gathering space** for all, connecting the neighborhood around **locally focused, fresh food and handmade products, music, activities, and a celebration of community**. The mission of the **WEST WARD MARKET** is to provide fresh, high-quality food products directly to the consumer while striving to **support local agriculture as well as West Ward businesses**. The WWM seeks to **address food insecurity** and equity in the neighborhood, providing economically accessible food products.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>• Music Series</li> <li>• Special Event (choose one)</li> <li>• Cooking Classes</li> </ul>			
<b>Logo on Marketing Materials</b>				
<b>Banner Display</b>	all market days	5 market days	3 market days	1 market day
<b>Booth Space (10'x10')</b>	10 market days	5 market days	3 market days	1 market day
<b>Live Mentions</b>	3 custom	2	1	
<b>Eblasts Logo &amp; Link</b>	  			
<b>Website Logo &amp; Link</b>	  			
<b>Sponsorship Fee</b>	\$5,000	\$2,500	\$1,500	\$250
<b>Commitment Deadline</b>	Friday, March 20, 2026	two weeks prior to first event date		

**Special Events 2026:** May 7 - Opening Day | **June 18 - Juneteenth** | **July 23 - Zucchini 500** | Aug 20 - Melon Madness | Sept 17 - Hispanic Heritage Day | Oct 14 - Harvest Fest/Closing Day



EVERY THURSDAY | JUNE – SEPTEMBER | 6 PM – 8:30 PM | SCOTT PARK

When the weather warms, **6,000+** music lovers head to Easton’s beautiful riverfront amphitheater at Scott Park for a series of unforgettable evenings of live music, lawn games, craft beer, and good times. **LIVE AT THE FALLS** showcases the natural beauty of Easton’s waterfront parks with a vibrant weekly celebration featuring fantastic tunes, delicious food and drinks, and family-friendly fun! As a sponsor, you’ll enjoy exceptional exposure both on-site and online, reaching a wide audience. Don’t miss out—join us for an unforgettable experience!

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	<ul style="list-style-type: none"> <li>• Music Stage</li> <li>• Music Series</li> </ul>	<ul style="list-style-type: none"> <li>• Lawn Games</li> <li>• Branded Giveaways</li> </ul>		
<b>Logo on Marketing Materials</b>	🎵			
<b>Banner Display</b>	13 event days	13 event days	9 event days	6 event day
<b>Booth Space (10'x10')</b>	13 event days	13 event days	9 event days	6 event days
<b>Live Plugs</b>	custom +stage time (4)	mention +stage time (2)	mention	mention
<b>Social Media Mentions</b>	four stories two custom posts	two stories one custom post		
<b>Website Logo &amp; Link</b>	🎵		🎵	text
<b>Sponsorship Fee</b>	\$10,000	\$8,000	\$6,000	\$4,000
<b>Commitment Deadline</b>	Friday, March 20, 2026		two weeks prior to first event date	