

2024 COMMUNITY EVENTS

SPONSORSHIP OPPORTUNITIES



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. **HISTORIC DOWNTOWN 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 Greater Easton area.



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 an estimated attendance of 700-1,000 guests.

SATURDAY, APRIL 13, 2024 | 12PM – 4PM | DOWNTOWN



Experience the magic of **FOURTH FRIDAYS** in downtown Easton. 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 in our historic downtown!

FOURTH FRIDAYS | APRIL – OCTOBER | 5PM – 9PM | DOWNTOWN



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! Fan favorites include Joyous, The Won Ton Soups, A Few Good Men, and more! The event draws approximately 400 guests each week.

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

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Booth Space (10'x10')	10 event days	six event days	three event days	one event day
Banner Display	10 event days	six event days	three event days	one event day
Total Investment	\$5,000	\$3,000	\$1,500	\$500
Commitment Deadline	two weeks prior to first event date			