

greater EASTON
development PARTNERSHIP

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
Presenting Attraction		<ul style="list-style-type: none"> Start/Finish VIP Zone Official Pace Car Block Party Stage 	<ul style="list-style-type: none"> Men's Pro Race Women's Pro Race 5K Run 1-Mile Dash Community Ride Sitgreaves VIP Zone 100 Block VIP Zone Block Party VIP Zone People's Picnic Jumbotron 	<ul style="list-style-type: none"> Promo Primes Amateur Race Junior Race Wheelie Competition Kids' Sprint Skateboard Competition Course Turn Kids' Zone 	
Logo on Marketing Materials					
Booth Space	10' x 20'		10' x 15'	10' x 10'	10' x 10'
Mesh Course Banners	2		1		
Panel Course Banners	8		6	4	2
Live Mentions	4		2	1	
:10 Jumbotron Slide	2		1		
Social Media	2 collaboration posts 1 story		1 collaboration post	1 post	
Website Logo & Link					text
VIP Zone Passes / VIP Parking (value)	10 / 5 (\$1,150)		6 / 3 (\$690)	4 / 2 (\$460)	2 / 1 (\$230)
5K Entries (value)	30 (\$1,200)		15 (\$600)	10 (\$400)	5 (\$200)
Sponsorship Fee	\$20,000		\$10,000	\$5,000	\$2,500
Commitment Deadline	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
Presenting Attraction*	<ul style="list-style-type: none"> • Main Stage • 3rd & Ferry Stage • Heritage Tavern / Beer Garden 	<ul style="list-style-type: none"> • Farmers' Market Stage • History Row • Scavenger Hunt • VIP Zone (2) 	<ul style="list-style-type: none"> • Trolley Panels (limit 4) • Artist Hospitality Lounge (2) 	
Logo on Marketing Materials				
Booth Space (location)	10' x 20' (premier)	10' x 15' (priority)	10' x 10' (standard)	
Live Mentions	4	2	1	
Press Release Inclusions	yes	yes		
Social Media	2 collaboration posts 1 stories	1 collaboration posts	1 post	
Eblast Logo & Link (18,000 recipients)				
Website Logo & Link				text
VIP Zone Passes / VIP Parking (value)	20 / 10 (\$1,300)	10 / 5 (\$650)	4 / 2 (\$260)	2 / 1 (\$130)
Sponsorship Fee	\$20,000	\$10,000	\$5,000	\$2,500
Commitment Deadline	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
Presenting Attraction	<ul style="list-style-type: none"> 3rd & Ferry Stage Free Bridge Stage Pigskin Lounge VIP Zone Beer Garden 	<ul style="list-style-type: none"> Kids' Zone North 3rd St. Stage Centre Square Stage Prize Wheel Brews & Booze Tasting Jumbotron 	<ul style="list-style-type: none"> Selfie Station 50/50 Raffle Contests: Bacon Eating Bacon Bingo Dog Costume Swine Holding 	
Logo on Marketing Materials				
Booth Space (location)	10' x 20' (premier)	10' x 15' (preferred)	10' x 10' (priority)	10' x 10' (standard)
Live Mentions	4	2	1	
:10 Jumbotron Slide	two	one		
Press Release Inclusions	yes	yes		
Social Media	2 collaboration posts 1 stories	1 collaboration post	1 post	
Map Branding	yes	yes	yes	
Eblast Logo & Link (18,000 recipients)				
Website Logo & Link				text
VIP Zone Passes / VIP Parking (value)	12 / 6 (\$1,080)	6 / 3 (\$540)	4 / 2 (\$360)	2 / 1 (\$180)
5K Entries (value)	30 (\$1,200)	15 (\$600)	10 (\$400)	5 (\$200)
Sponsorship Fee	\$20,000	\$10,000	\$5,000	\$3,000
Commitment Deadline	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 reimaged 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
Presenting Attraction	<ul style="list-style-type: none"> Tree Lighting/ Opening Ceremony Peace Candle Lighting Ceremony Closing Ceremony 	<ul style="list-style-type: none"> Winter Garden (limit 2) Holiday Trolley (limit 4) 	<ul style="list-style-type: none"> Sunday Movie Matinees (limit 2) Winter Village Stage (limit 6) Holiday Karaoke (limit 2) College Football Tailgates (limit 4) Trolley Stop (limit 5) 		
Logo on Marketing Materials					
Banner Signage	2	1	1	1	1
Hut Space (optional)	8 event days	4 event days			
Live Mentions	3 custom	2	1		
Press Release Inclusions	yes	yes			
Social Media	2 collaboration posts 1 story	1 collaboration post	1 post		
Eblasts Logo & Link (18,000 recipients)					
Website Logo & Link				text	
Sponsorship Fee	\$10,000	\$5,000	\$2,500	\$750	
Commitment Deadline	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



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 Greater Easton area.**

	SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Sponsor*		<ul style="list-style-type: none"> • Easton Fourth Fridays / Plaza Parties • Spring Into Easton • Historic Easton House Tour • Easton Pride • Plaza Parties 			
Logo on Marketing Materials					
Booth Space (10'x10')	10 event days	6 event days	3 event days	1 event day	
Live Mentions	3 custom	2	1		
Press Release Inclusions	yes	yes			
Social Media	2 collaboration posts 1 stories	1 collaboration post	1 story		
Eblasts Logo & Link (18,000 recipients)					
Website Logo & Link					
Sponsorship Fee	\$5,000	\$3,000	\$1,500	\$500	
Commitment Deadline	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
Presenting Attraction		<ul style="list-style-type: none">• Wine / Bourbon Station• Live Music			
Logo on Marketing Materials					
Live Mentions	yes		yes		yes
Press Release Inclusions	yes		yes		
Eblasts Logo & Link (18,000 recipients)					
Website Logo & Link					
Event Tickets (value)	6 (\$900)	4 (\$600)	4 (\$600)	2 (\$300)	
Sponsorship Fee	\$5,000 \$9,000/both	\$2,500 \$4,500/both	\$1,000 \$1,800/both	\$500 \$900/both	
Commitment Deadlines	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





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
Presenting Attraction*	<ul style="list-style-type: none"> • Scott Park Stage • Music Series • Special Event (choose one) 	<ul style="list-style-type: none"> • Acoustic Tent • Creativity Tent • Sustainability • Rock Skipping Competition 		
Logo on Marketing Materials				
Banner Display	all market days	5 market days	3 market days	1 market day
Booth Space (10'x10')	10 market days	5 market days	3 market days	1 market day
Live Mentions (May-December)	3 custom	3	2	
Social Media	3 custom	3	2	1
Eblasts Logo & Link				text
Website Logo & Link				text
Sponsorship Fee	\$10,000	\$5,000	\$3,000	\$1,000
Commitment Deadline	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
Presenting Attraction	<ul style="list-style-type: none"> • Music Series • Special Event (choose one) 			
Logo on Marketing Materials				
Banner Display	all market days	5 market days	3 market days	1 market day
Booth Space (10'x10')	10 market days	5 market days	3 market days	1 market day
Live Mentions	3 custom	2	1	
Eblasts Logo & Link				
Website Logo & Link				
Sponsorship Fee	\$5,000	\$2,500	\$1,500	\$250
Commitment Deadline	Friday, March 20, 2026	two weeks prior to first event date		

Special Events 2026: May 6 - Opening Day | June 17 - Juneteenth | July 22 - Zucchini 500 | Aug 19 - Melon Madness | Sept 16 - Hispanic Heritage Day | Oct 7 - Harvest Fest/Closing Day