

PORT OF WONDER

2026 SPONSORSHIP OPPORTUNITIES

Greater Newburyport Chamber of Commerce & Industry

Shop. Dine. Gather. Celebrate.

A Season-Long Investment in Downtown Newburyport

Port of Wonder transforms downtown Newburyport into a holiday destination through lighting, décor, shopping incentives, family programming and signature community events. The 2026 program is designed to drive customers into local restaurants and retailers while creating free, memorable experiences for residents and visitors throughout the holiday season.

2026 Sponsorship Architecture

- Individual sponsorships allow businesses to own a specific holiday experience.
- A limited number of supporting opportunities create accessible entry points for additional community partners.
- One exclusive umbrella partnership provides season-long presenting recognition across the full Port of Wonder program.

The following pages outline the individual opportunities first, followed by an exclusive umbrella partnership designed for a lead institutional sponsor.

1. Green Ticket Program

Shop Local. Dine Local. Win Big.

The Green Ticket Program is a direct shop-local incentive connecting holiday spending with participating Newburyport restaurants and retailers. Customers receive one Green Ticket with a \$50 qualifying purchase and two tickets for purchases above \$50. Each ticket becomes an entry into the December 21 drawing in Market Square.

Exclusive Green Ticket Sponsor One exclusive opportunity	\$7,500
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Customer Prizes

- \$5,000 Newburyport gift basket
- \$2,500 Newburyport gift basket
- Live drawing and celebration in Market Square on December 21

Sponsor Visibility

- Sponsor logo embedded directly on the Green Tickets distributed to customers.
- Recognition across Chamber Green Ticket marketing, website, email and social media.
- Sponsor signage and recognition surrounding the December 21 Market Square drawing.
- Association with a program specifically designed to increase holiday spending at local businesses.

2. Market Square Holiday Experience

The Heart of Port of Wonder

Market Square serves as the visual centerpiece of Port of Wonder. Sponsorship supports the lighting and decoration that create an immediate sense of arrival in downtown Newburyport throughout the holiday season.

Market Square Holiday Sponsor Premier place-based sponsorship	\$7,500
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Sponsorship Supports

- Lighting of tree trunks throughout Market Square.
- Expanded seasonal décor and streetscape enhancements.
- Newburyport's signature Christmas tree, professionally designed and decorated by Red Nose Décor.
- Décor and atmosphere supporting the Santa Parade and Friday holiday nights.

Sponsor Visibility

- Premier recognition connected to Market Square holiday décor.
- Logo placement on applicable Chamber signage and promotional materials.
- Digital recognition throughout the holiday season.
- Recognition surrounding signature Market Square moments and programming.

3. Children's Holiday Workshops on Brown Square

Free Family Traditions Throughout December

Brown Square will become the children's heart of Port of Wonder, with free family-friendly programming hosted throughout the weekends in December. The goal is to create a place families return to repeatedly while extending their time downtown.

Children's Holiday Workshop Sponsor Lead family-programming opportunity	\$5,000
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Sponsorship Supports

- Eight decorated holiday trees on Brown Square.
- Updates and seasonal decoration of the workshop shed.
- Free weekend family programming throughout December.
- Gingerbread house decorating, letters to Santa, holiday crafts and children's music.
- Additional rotating family activities and holiday experiences.

Sponsor Visibility

- Lead recognition on Children's Holiday Workshop promotions.
- On-site recognition at Brown Square.
- Digital and email recognition through Chamber channels.
- Association with free, accessible family programming.

4. Santa Dog Parade

A New Port of Wonder Tradition for the Whole Family

New for 2026, the Santa Dog Parade welcomes Newburyport's four-legged family members into the holiday celebration. Inspired by the popular holiday dog parade tradition in Kennebunkport, families will be invited to dress their dogs and themselves in holiday costumes and parade together downtown.

Santa Dog Parade Supporting Sponsor Two to three sponsorships available	\$2,500 each
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Sponsorship Supports

- Dog water stops along the parade experience.
- Judging and awards for best dog and best family costume.
- Event-day signage and activation.
- Optional sponsor-provided pet-friendly giveaways or branded items, subject to Chamber approval.

Why It Works

The parade is designed to be visual, joyful and highly shareable—creating a new reason for families to visit downtown during the holiday season and a natural opportunity for community-facing brands.

5. Inn Street Holiday Experience

Extending the Magic Through Downtown

Port of Wonder should feel immersive beyond Market Square. Additional sponsorship will allow the Chamber to expand holiday décor and lighting on Inn Street, strengthening the visual connection between downtown's pedestrian spaces and encouraging visitors to explore more of the business district.

Inn Street Holiday Sponsor Place-based décor and lighting opportunity	\$5,000
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Sponsorship Supports

- Expanded holiday lighting and seasonal décor on Inn Street.
- Visual installations that strengthen the connection to Market Square.
- A more cohesive holiday experience for visitors moving throughout downtown.

Sponsor Visibility

- Recognition connected to the Inn Street holiday experience.
- Applicable on-site signage.
- Chamber digital, email and social recognition.

6. Santa Parade & Friday Holiday Nights

Creating Repeat Reasons to Come Downtown

The Santa Parade launches the holiday season, while Friday holiday nights throughout December encourage visitors to return, shop, dine and experience Newburyport after dark. Sponsorship helps support décor, entertainment and the coordinated atmosphere surrounding these recurring downtown activations.

Holiday Nights Supporting Opportunities Built around activation and entertainment	Custom
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- Santa Parade and seasonal décor support.
- Friday evening holiday atmosphere and entertainment.
- Opportunities for sponsor recognition tied to specific activations.
- A recurring presence designed to support restaurants and retailers throughout December.

Individual Sponsorship Menu

Opportunity	Investment	Availability
Green Ticket Program	\$7,500	Exclusive
Market Square Holiday Experience	\$7,500	Premier
Children's Holiday Workshops	\$5,000	Lead
Santa Dog Parade	\$2,500 each	2-3 sponsors
Inn Street Holiday Experience	\$5,000	Lead
Santa Parade & Friday Holiday Nights	Custom	Supporting

Individual opportunities may be customized based on activation needs, in-kind support and category exclusivity. Final benefits are subject to the Chamber's production schedule and sponsorship agreement.

Exclusive Umbrella Partnership

Port of Wonder 2026 Presented by Institution for Savings

For a partner seeking meaningful, season-long visibility, the Chamber can consolidate Port of Wonder into one exclusive presenting partnership. This positions Institution for Savings above the individual event sponsors and connects the bank to the full holiday experience—from shopping and dining incentives to family traditions, downtown beautification and signature community events.

Exclusive Port of Wonder Presenting Partnership One season-long presenting opportunity	\$25,000
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The Partnership Encompasses

- Green Ticket Program and December 21 Market Square drawing.
- Market Square holiday lighting, décor and signature Christmas tree.
- Children's Holiday Workshops on Brown Square.
- Santa Parade and Friday holiday nights.
- Inaugural Santa Dog Parade.
- Inn Street holiday décor and expanded downtown experience.

Premier Presenting Benefits

- Season-long naming recognition: "Port of Wonder 2026 presented by Institution for Savings."
- Top-tier logo placement across Chamber-produced Port of Wonder signage and promotional materials.
- Premier digital recognition across Chamber website, email marketing and social channels.
- Presenting recognition at major Port of Wonder events and signature moments.
- Recognition at the December 21 Green Ticket drawing in Market Square.
- Opportunity for representatives to participate in select public-facing holiday moments.
- Category exclusivity at the presenting level, subject to final agreement.

This umbrella partnership allows Institution for Savings to be associated not with a single event, but with the entire season of local commerce, community gathering and holiday tradition in downtown Newburyport.

Why Port of Wonder

Port of Wonder is more than a holiday event series. It is a coordinated effort to strengthen the downtown economy during one of the most important retail and hospitality periods of the year while giving the community free and memorable reasons to gather.

- Drives holiday spending into Newburyport restaurants and retailers.
- Creates repeat visits through programming spread across multiple weekends.
- Invests visibly in downtown beautification and placemaking.
- Provides free family programming and accessible community traditions.
- Creates sponsor visibility across physical, digital and experiential touchpoints.

PORT OF WONDER 2026

Supporting our businesses. Creating traditions. Building a holiday destination.

Greater Newburyport Chamber of Commerce & Industry