



PORT OF WONDER

2026 SPONSORSHIP OPPORTUNITIES

Shop. Dine. Gather. Celebrate.

1

PORT OF WONDER 2026

BECOME PART OF THE MAGIC

SPONSORSHIP OPPORTUNITIES NOW AVAILABLE

GREATER NEWBURYPORT CHAMBER OF COMMERCE & INDUSTRY

2

THE GREEN TICKET PROGRAM

Shop Local. Dine Local. Win Big.



Customers receive Green Tickets at participating restaurants and retailers:

- Spend \$50 Receive 1 ticket
- Spend more than \$50 Receive 2 tickets

SPONSORSHIP OPPORTUNITY \$7,500 (EXCLUSIVE)

Your logo directly on the raffle tickets distributed to customers throughout downtown!

GRAND PRIZES DRAWN DECEMBER 21
MARKET SQUARE
\$5,000 GIFT BASKET | \$2,500 GIFT BASKET

3

MARKET SQUARE HOLIDAY EXPERIENCE

THE HEART OF PORT OF WONDER

Illuminated trees, festive lighting, holiday décor and our signature Christmas tree designed and decorated by Red Nose Décor of Faneuil Hall.

SPONSORSHIP OPPORTUNITY \$7,500

Help us transform Market Square into a breathtaking holiday destination for all to enjoy.

4

CHILDREN'S HOLIDAY WORKSHOPS ON BROWN SQUARE

CREATING HOLIDAY TRADITIONS FOR THE NEXT GENERATION

FREE WEEKEND FAMILY ACTIVITIES THROUGHOUT DECEMBER

- Gingerbread house decorating
- Letters to Santa
- Holiday crafts
- Children's music
- Eight decorated trees and an updated holiday workshop shed

SPONSORSHIP OPPORTUNITY \$5,000

Help us bring free, festive and memorable experiences to families all season long.

5

NEW FOR 2026! SANTA DOG PARADE

A PORT OF WONDER TRADITION



Bring your furry family members downtown dressed for the holidays and join us for a festive parade, costume judging and awards!

SPONSORSHIP OPPORTUNITIES \$2,500 EACH (2-3 SPONSORS)

- Dog water stations
- Judging and awards
- Best family costume
- Best dog costume
- Event day signage and recognition

6

INN STREET HOLIDAY EXPERIENCE

EXPANDING THE MAGIC BEYOND MARKET SQUARE

SPONSORSHIP OPPORTUNITY \$5,000

Support holiday décor, lighting and seasonal elements to enhance Inn Street and create a seamless, magical downtown experience.

7

SANTA PARADE & FRIDAY HOLIDAY NIGHTS

BRINGING OUR COMMUNITY TOGETHER



Celebrate the season with our Santa Parade and festive Friday nights throughout December, featuring holiday décor, entertainment and special downtown experiences.

8

PRESENTING SPONSOR PORT OF WONDER 2026

ONE EXCLUSIVE OPPORTUNITY

The premier holiday partnership with season-long visibility across ALL Port of Wonder events and experiences.

PORT OF WONDER 2026 presented by YOUR COMPANY

- ✓ Naming recognition across all marketing and signage
- ✓ Logo on event materials
- ✓ Premier digital exposure
- ✓ Recognition at every event
- ✓ Opportunity to participate in signature moments
- ✓ Community engagement
- ✓ Year-round brand alignment with Newburyport's most magical season

EXCLUSIVE PRESENTING SPONSORSHIP \$25,000

9

Support Local. Create Traditions. Make Newburyport a Holiday Destination.

PARTNER WITH US

To learn more about sponsorship opportunities, please reach out to the Greater Newburyport Chamber of Commerce & Industry.

PORT OF WONDER
Shop. Dine. Gather. Celebrate.

GREATER NEWBURYPORT CHAMBER OF COMMERCE & INDUSTRY



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.



Market Square Holiday Experience

The Heart of Port of Wonder

Market Square serves as the visual center piece 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**

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.



New Port of Wonder sponsorship opportunities

Market Square Holiday Supporting Sponsor

Help illuminate the heart of Newburyport.

Support festive lighting, decorations, and the signature holiday atmosphere in Market Square.

**Help illuminate the heart of
Newburyport.**

\$2,500

- Company logo on shared holiday sponsorship signage in Market Square.
- Recognition on the Chamber's Port of Wonder website and sponsorship materials.
- Inclusion in a dedicated social media sponsor appreciation post.
- Recognition in a Chamber holiday email campaign.
- Opportunity to attend the holiday tree lighting and receive public acknowledgment.



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**

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.



New Port of Wonder sponsorship opportunities

Inn Street Holiday Supporting Sponsor

Support holiday lighting, seasonal installations, and festive décor along Inn Street, encouraging visitors to explore surrounding shops and restaurants.

Sponsor benefits

**Extend the magic throughout
downtown**

\$2,500

- Company logo on shared holiday sponsorship signage along Inn Street.
- Recognition on the Chamber's Port of Wonder website.
- Inclusion in a dedicated social media sponsor appreciation post.
- Recognition in a Chamber holiday email campaign.
- Opportunity for an approved branded holiday display or photo moment, subject to space and City approval.



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

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.



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**

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.



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*

- 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.



New Port of Wonder

COMMUNITY ELF SPONSOR

\$500

An accessible way for small businesses, families, and community supporters to help bring free holiday experiences and decorations to Newburyport.

**Every little bit of magic
makes a difference.**

\$500

- Business or family name listed on the Port of Wonder website under "Our Community Elves."
- Recognition in a collective Community Elf social media appreciation post.
- Name included on a shared Community Elf recognition sign, if produced.
- Digital "Proud Community Elf of Port of Wonder 2026" graphic to share on social media.



Exclusive Umbrella Partnership

Port of Wonder 2026

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

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.



Individual Sponsorship Menu

Opportunity	Investment	Availability
Market Square Holiday Experience	\$7,500	Premier
Market Square Holiday	\$2,500	Supporting
Inn Street Holiday Experience Santa	\$5,000	Lead
Inn Street Holiday	\$2,500	Supporting
Santa Dog Parade	\$2,500 each	Supporting
Children's Holiday Workshops	\$5,000	Lead
Parade & Friday Holiday Nights	Custom	Supporting
Community Elf	\$500	Community
<i>Exclusive Umbrella</i>	<i>\$25,000</i>	<i>Partnership</i>

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.



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.

