

SPONSORSHIP

OPPORTUNITIES

PVDTM FEST

SEPTEMBER 5 + 6



The People's Festival of Art, Music and Culture

Year 11
2025



PROVIDENCE
ART
CULTURE
TOURISM

PROVIDENCE
COUNCIL
SPONSOR

Breeze

RHODE ISLAND

DIMEO DUNKIN'

COX Mobile

JOHNS HOPKINS UNIVERSITY

PAOLINO PROPERTIES

2024 SPONSOR

WMA

PROVFOR

NORTH AMERICAN

BUILD SUBMARINES

DELTA DIGITAL

AMER

Ami

FLOORING DECOR

CORNISH

BANKNEPORT

GATHER GLASS

HALF STREET GROUP

HEY RHODE MEDIA CO.

INSOMNIA COOKIES DOV

LEG

MA

COLLECTIVE PA

MA

COLLECTIVE PA

MA

TM

THE PEOPLE'S FESTIVAL FOR ARTS, MUSIC AND CULTURE

PVDFest, Providence's premier music, arts, and cultural festival, returns September 5-6, 2025, transforming Downtown into a dynamic hub of creativity and community. A partnership between the City of Providence and FirstWorks, this signature event attracts thousands of attendees with world-class performances, immersive art, and diverse cuisine.

As a sponsor, you'll gain unparalleled brand visibility and the opportunity to engage with a vibrant, multicultural audience. Align your brand with a celebrated festival that drives tourism, supports the arts, and fosters economic impact. Join us in making PVDFest 2025 an unforgettable experience.

OPPORTUNITIES A B O U N D



“PVD Fest 2025 promises to be an exciting, dynamic expression of our Creative Capital. The festival will highlight the incredible talent within our city and from around the world, while also creating a space for meaningful engagement and inspiration. We can’t wait to invite our community to come together and celebrate the joy and spirit of Providence at PVD Fest.”

Joe Wilson Jr.
Director of Art, Culture and Tourism
City of Providence

2024 SNAPSHOTS

\$3 MILLION IN ECONOMIC IMPACT

11 YEARS

45+ SPONSORS

180 VENDORS

400+ ARTISTS

75,000+ ATTENDEES



PVDTM

FEST

IMPACT

For more than a decade, PVDFest has been a platform for incredible live performances, dazzling spectacles, and inspiring international collaborations that bring artists and audiences together in unforgettable ways. The festival pulses with energy, showcasing talent from around the world while celebrating local creative spirit.



Beyond the stage, PVDFest ignites Downtown Providence with energizing live art demos, engaging maker's spaces, and captivating craft vendor villages. These interactive elements invite attendees to witness creativity in action, fostering a vibrant atmosphere of innovation and artistry.



A DJ in a white t-shirt and patterned pants is seen from behind, performing at a festival. The background is a large, diverse crowd of people, many wearing purple t-shirts, gathered in an urban setting with buildings and streetlights. The image has a light blue overlay.

→ WE HAVE REACH

Audience Engagement & Satisfaction

- 76.2% of surveyed attendees had been to the festival before, with some attending every year
- 92.2% of respondents reported a positive festival experience
- 88% of respondents felt safe at the festival

Media & Social Reach

- 1.5M+ impressions from paid media campaigns
- 483,754 organic social media impressions on Facebook & Instagram
- 120,000 organic reach on Facebook (+210% during PVDFest month)
- 96,600 organic reach on Instagram (+43.6% during PVDFest month)



WAYS TO ENGAGE

Customize your sponsorship with unique branding opportunities!

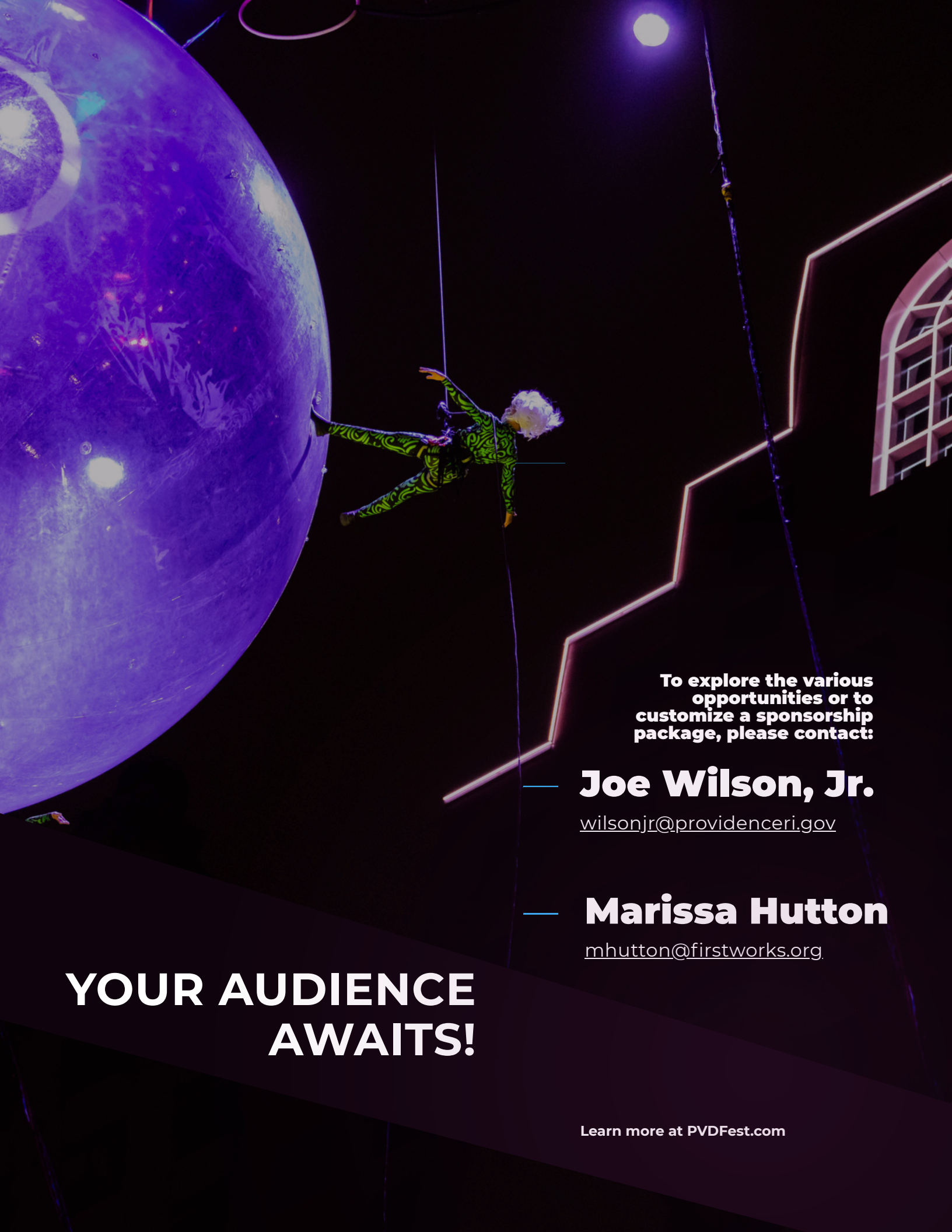
Engage employees through volunteering—setup, staffing, and greeting guests.

Connect with artists and leaders, plus enjoy VIP Hospitality at PVD Fest.

Bigger partnerships bring more exclusive perks!

Sponsor Benefits - Page 1	\$200k+	\$100k+	\$50k+	\$25k+	\$15k+	\$10k+
Naming Rights of a PVDFest Stage*	X	X				
Private Gathering with Mayor Smiley during Festival Weekend; VIP Parade Viewing from City Hall	X	X	X			
Featured Speaker at PVDFest Kickoff	X	X	X			
On-Stage Outreach Opportunity	X	X	X			
Logo on PVDFest Staff & Volunteer Tshirts*	X	X	X			
Logo/Brand on Site Map*	X	X	X	X		
Logo in Print Ads and Broadcast Messages*	X	X	X	X	X	X
Photo Op with Artists and Mayor	X	X	X	X	X	X
Space for Onsite Activation/Display	9/6	9/6	9/6	9/6	9/6 (10x10)	9/6 (10x10)
Banner(s) of Logo/Brand on Footprint	3	2	2	2	1	1
Brand/Company Shout-Out on Social Media; Brand/Company Spotlight in E-Blast	2X	2X	1X	1X		
Main Stage Digital Screen Highlight*	X	X	X	X	X	X
Identified on PVDFest Website & E-Blasts	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Placement on Promotional Poster*; Placement on PVDFest Main Stage Sponsor Banner	PREM LOGO	PREM LOGO	TIER 1 LOGO	TIER 1 LOGO	TIER 2 LOGO	TIER 2 LOGO
Tickets to PVDFest Opening Night Party on 9/5	10	8	6	4	4	2
VIP Suite Access on 9/6	10	8	6	4	4	2
Beverage Tickets in VIP Suite	10	8	6	4	4	2
Recognized in PVDFest Media Communications & Press Releases	X	X	X	X	X	X
Access to On-Site Parking Support & Exclusive Parade Spot	X	X	X	X	X	X

Sponsor Benefits - Page 2	\$7.5k+	\$5k+	\$2.5k+	\$1.5k+	\$250+ Nonprofit	Friend of PVDFest \$1k
Naming Rights of a PVDFest Stage*						
Private Gathering with Mayor Smiley during Festival Weekend; VIP Parade Viewing from City Hall						X
Featured Speaker at PVDFest Kickoff						
On-Stage Outreach Opportunity						
Logo on PVDFest Staff & Volunteer Tshirts*						
Logo/Brand on Site Map*						
Logo in Print Ads and Broadcast Messages*						
Photo Op with Artists and Mayor						X
Space for Onsite Activation/Display						
Banner(s) of Logo/Brand on Footprint	1	1				
Brand/Company Shout-Out on Social Media; Brand/Company Spotlight in E-Blast						
Main Stage Digital Screen Highlight*						
Identified on PVDFest Website & E-Blasts	LOGO	LOGO	LISTING	LISTING		
Placement on Promotional Poster*; Placement on PVDFest Main Stage Sponsor Banner	TIER 3 LOGO	TIER 3 LOGO	LISTING	LISTING		
Tickets to PVDFest Opening Night Party on 9/5	2	2				1
VIP Suite Access on 9/6	2	2	2	2		1
Beverage Tickets in VIP Suite						1
Recognized in PVDFest Media Communications & Press Releases	X	X	X	X		
Access to On-Site Parking Support & Exclusive Parade Spot						



To explore the various opportunities or to customize a sponsorship package, please contact:

— Joe Wilson, Jr.

wilsonjr@providenceri.gov

— Marissa Hutton

mhutton@firstworks.org

**YOUR AUDIENCE
AWAITS!**

Learn more at PVDfest.com