

18/19
SEPT
2026

PVDTM
FEST

THE PEOPLE'S FESTIVAL OF
ART, MUSIC
AND CULTURE

SPONSORSHIP OPPORTUNITIES

THE PEOPLE'S FESTIVAL OF ART, MUSIC AND CULTURE

PVDFest, Providence's premier celebration of music, art, and culture, returns to Downtown September 18-19, 2026. After once again showcasing our beloved Creative Capital on a national stage, PVDFest continues its tradition of transforming the city into a vibrant hub of creativity, community, and collective pride.

Presented in partnership with the City of Providence and FirstWorks, this signature festival draws thousands for world-class performances, immersive art installations, and dynamic cultural experiences — all set against the energy of Downtown Providence.

As a sponsor, your brand stands at the center of it all — gaining high-visibility exposure and meaningful engagement with a diverse, multicultural audience. Align with a festival that fuels tourism, supports artists, strengthens local business, and celebrates the power of community.

JOIN US IN MAKING PVDFEST 2026 UNFORGETTABLE.

BY THE NUMBERS

\$1.8

In Economic Impact

45+

Sponsors

250+

Vendors

600+

Artists

12

Years



IMPACT

For more than a decade, PVDFest has delivered unforgettable live performances, large-scale spectacles, and bold international collaborations that connect artists and audiences in powerful ways. The festival radiates energy — spotlighting global talent while amplifying Providence’s thriving creative community. Beyond the stage, Downtown comes alive with live art demonstrations, interactive maker experiences, and curated artisan markets, inviting attendees to engage directly with creativity in motion and experience the city transformed by imagination and innovation.

LET'S DESIGN AN ACTIVATION ALIGNED WITH YOUR BRAND GOALS!



2026

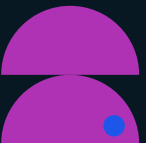


Opportunities Abound

- Large, diverse regional audiences
- Multi-day citywide visibility
- Direct community engagement opportunities
- Customizable marketing integration

“PVDFest 2026 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 PVDFest.”

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



WE HAVE REACH



WHAT THE PEOPLE ARE SAYING...

92%

of respondents reported a positive PVDFest experience

88%

of respondents felt safe at PVDFest

76%

of respondents had been to PVDFest before, with some attending every year

AUDIENCE ENGAGEMENT & SATISFACTION

- **2M+ VIEWS ACROSS PLATFORMS**
- **Instagram**
 - **Views: 1,146,896**
 - **Reach: 145,877**
- **Facebook**
 - **Views: 861,503**
 - **Reach: 209,860**
- **1.6M+ impressions from paid media campaigns**



WAYS TO ENGAGE



Customized Brand Activations

Put your brand at the center of the experience. From high-visibility signage and immersive on-site installations to interactive audience moments, activations are tailored to meet your marketing goals. Imagine a branded festival scavenger hunt, a pop-up experience, or a surprise-and-delight giveaway that drives foot traffic, data capture, and real-time engagement.



Employee Engagement Opportunities

Turn sponsorship into team pride. Invite your employees to participate behind the scenes through curated volunteer roles — supporting guest services, event setup, and community interaction — while strengthening workplace culture and shared purpose.



VIP Access & Relationship Building

Build meaningful connections with artists, civic leaders, and cultural influencers while enjoying premium hospitality throughout the festival. Select partnership levels include exclusive gatherings, private receptions, VIP viewing experiences, and behind-the-scenes access.



Elevated Partnerships, Expanded Possibilities

The deeper the partnership, the greater the visibility, exclusivity, and customization. We work collaboratively to design engagement strategies that deliver measurable impact and memorable presence.

COMMUNITY ACCESS



PVDTM
FEST

SHOW UP FOR THE CITY. BE SEEN BY THOUSANDS. CELEBRATE TOGETHER.

PVDFest Community Access levels are designed to welcome local businesses, nonprofits, and individual champions into the heart of the festival, with meaningful visibility, VIP access, and opportunities to connect directly with audiences while supporting one of Providence's most dynamic cultural events.

SMALL BUSINESS PARTNER

ELEVATED VISIBILITY + VIP ACCESS: DESIGNED FOR LOCAL BUSINESSES LOOKING TO INCREASE BRAND VISIBILITY WHILE SUPPORTING THE ARTS AND COMMUNITY VIBRANCY.

- Logo listing on PVDFest website
- Logo placement on promotional poster & recognition on a PVDFest mainstage*
- Recognition in media communications & press releases*
- Downloadable "Proud PVDFest Sponsor" Toolkit
- (2) VIP Suite passes for Saturday at the Festival

NONPROFIT PARTNER

COMMUNITY PRESENCE + PUBLIC ENGAGEMENT: AN ACCESSIBLE OPPORTUNITY FOR MISSION-DRIVEN ORGANIZATIONS TO CONNECT DIRECTLY WITH THOUSANDS OF FESTIVAL ATTENDEES.

- 10x10 activation space on Saturday for audience engagement
- Logo listing on PVDFest website
- Recognition in media communications & press releases
- Downloadable "Proud PVDFest Sponsor" Toolkit

FRIENDS OF PVD FEST

INSIDER EXPERIENCE + PUBLIC RECOGNITION: FOR CIVIC-MINDED INDIVIDUALS WHO WANT TO CHAMPION THE ARTS WHILE ENJOYING EXCLUSIVE ACCESS.

- Invitation for (2) to a private gathering with the Mayor
- Photo opportunity with artists & Mayor
- Recognition listing on PVDFest website
- Guided Festival Tour with PVDFest Leadership
- (2) Opening Night Party tickets
- (2) VIP Suite pass + (2) complimentary beverage ticket for Saturday at the Festival

Sponsor Benefits - Page 1	\$200k+	\$100k+	\$50k+	\$25k+	\$10k+	\$5k+
Naming Rights of a PVDfest Stage*	X	X				
Featured speaking Opportunity at a PVDfest Kickoff event	X	X				
Invitation to Private Gathering with Mayor during PVDfest	X	X	X			
On-Stage Recognition or Outreach Opportunity	X	X	X			
Tagged Sponsor Inclusion in Festival Playlists or Artist Spotlights*	X	X	X			
Guided Festival Tour with PVDfest Leadership	X	X	X			
Logo Placement on Staff/Volunteer T-Shirts*	X	X	X			
Logo/Brand Inclusion on Official PVDfest Site Map*	X	X	X	X		
Logo Inclusion in Print Ads and Broadcast Messages*	X	X	X	X	X	
Premium Space for on-site brand activation/display*	SAT - Custom	SAT - Custom	SAT - Custom	SAT: 10'x10'	SAT: 10'x10'	
Opportunity to Display Brand Collateral onsite (vinyl banner or similar)	3X	2X	2X	1X	1X	1X
Tiered Recognition on PVDfest Website Sponsor Page	X	X	X	X	X	X
Tiered Recognition on PVDfest Promotional Poster*	Premiere	Premiere	First Tier	Second Tier	Second Tier	Third Tier
PVDfest Mainstage Sponsor Recognition*	Premiere	Premiere	First Tier	Second Tier	Second Tier	Third Tier
Tickets to Opening Night Party on Friday, September 18	10	8	6	4	2	2
VIP Suite Access Passes, Saturday, September 19	10	8	6	4	2	2
VIP Suite Beverage Tickets, Saturday, September 19	10	8	6	4	2	
Curated Volunteer Team Opportunities	X	X	X	X		
Downloadable "Proud PVDfest Sponsor" Toolkit	X	X	X	X	X	X
Recognition in Festival Recap Video	X	X	X	X	X	X
On-site parking support * as possible with production and collateral timelines	X	X	X	X	X	

YOUR AUDIENCE AWAITS!

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

— **Joe Wilson, Jr.**

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— **Marissa Hutton**

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Learn more at PVDfest.com