

Milwaukie Fest

DATE: 07.11.2025 - 07.13.2025
LOCATION: MILWAUKIE, OR
ANTICIPATED ATTENDANCE: 3,500

Milwaukie Fest is an exciting, new, weekend-long summer festival taking place throughout the city. Attendees will enjoy games, live performances, contests, festive fare from downtown restaurants, dancing, and a special kids' zone hosted by Spoke & Word Books.

Although this event is new, past 1-day summer celebrations have attracted between 3,000 and 5,000 visitors. By spreading the event over three days, the city is providing sponsors with multiple opportunities to reach Milwaukians.



CONNECT TO THE MILWAUKIE COMMUNITY



Milwaukie Fest harkens back to the grand summertime celebrations of past decades. By partnering with community institutions, such as Celebrate Milwaukie, Inc. and the Rotary Club of Milwaukie, along with several downtown businesses and community members, the city is bringing a truly collaborative vision of summer fun to life. The festival is a placemaking activity that seeks to highlight the special character of the Dogwood City of the West. Supporting this event allows sponsors to demonstrate the connection and care they have for the people of Milwaukie.

EFFECTIVE COMMUNITY OUTREACH

The City of Milwaukie has the ability to reach many community members through its online and printed communication channels. Here are some key numbers:

- **The Milwaukie Pilot** (city newsletter): mailed to approximately 18,000 addresses within city limits
- **Facebook:** City of Milwaukie - 6,300 followers (as of 11.30.2024)
- **Twitter (X):** City of Milwaukie - 2,039 followers (as of 11.30.2024)
- **Instagram:** City of Milwaukie - 2,487 followers (as of 11.30.2024)

Milwaukie has seen success through a number of its outreach efforts, and plans to include several types of collateral to encourage attendance for Milwaukie Fest:

- 11 x 17 in. posters distributed to area businesses
- Email notifications to all official Milwaukie neighborhoods
- Email notifications to Milwaukie businesses
- Extensive outreach through the city-coordinated booth at the Milwaukie Sunday Farmers Market
- Print and online advertising in multiple outlets leading up to the event

SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$5,000

- Exclusive "Presented By" name in the event title
- Exclusive sponsor within the industry type
- Logo on all promotional advertising and collateral
- Logo on volunteer t-shirts
- Logo on all event signage
- Premier activity area location for maximum visibility
- Organization name and logo featured in all collateral materials
- Organizational banners displayed onsite throughout event
- Newsletter article features
- Features in social media marketing

MAJOR SPONSORS

\$2,000-4,500

- Logo on all promotional advertising and collateral
- Logo on volunteer t-shirts
- Logo on extensive on-route signage
- Premier activity area locations for maximum visibility
- Newsletter article features
- Features in social media marketing
- No category exclusivity

SUPPORTING SPONSORS

\$500-1,500

- Listing (no logo) in all promotional advertising and collateral
- Listing (no logo) on volunteer t-shirts
- 10 ft. x 10 ft. space at an activity area
- Mentions in social media marketing
- No category exclusivity

For more information, please visit www.milwaukieoregon.gov, or contact Events Coordinator Dan Harris at events@milwaukieoregon.gov or 503-786-7519.



CONTACT

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CITY OF MILWAUKIE