



FAIRFAX CITY

Parks & Recreation

2025

SPECIAL EVENT SPONSORSHIPS

LiveLifeConnected

EXPERIENCE YOUR GENEROSITY IN ACTION!

Together, we support each other and our community! Find the perfect sponsorship opportunity for community outreach and engagement at a multitude of year-round city events.



703-385-7949



fairfaxva.gov/specialevents



SpecialEvents@fairfaxva.gov



FAIRFAX CITY AT A GLANCE



OUR HISTORY

The Parks & Recreation Department was established in 1963 through a committee formed by the school board & has since evolved into an independent department within Fairfax City. Since its inception, the department has been responsible for organizing some of the city's largest events, which continued to engage and inspire residents for decades.



OUR VISION

We seek to continue growing and delivering unique and entertaining experiences to our residents and visitors. Some of our events have become lifelong traditions for families to attend every year. We hope to continue bringing quality events for all persons to enjoy.



OUR MISSION

To give back to the community at large. We give folks something to look forward to on the weekends, or foster room for education and exploration in our events. We seek to reflect our community and their interests at all of our events.



703-385-7949

ABOUT US

We love to make people smile! We're all about creating unique and memorable experiences for our residents and visitors. We have a passion to give back to our community, and we hope you'll join us in that mission.

WHY CHOOSE US?

Together, we can help promote your business and connect you with the local community. Get to know your future customers, while building your brand and customer trust. Choose Fairfax City!



Community Care and Involvement

We take pride in working with our local non-profit organizations at our events!



Advertising

Our social media following, and website interactions help us reach the greater population. Let us connect you too!



Operations

We are hands on and work to provide our sponsors with remarkable experiences at our events!

FAIRFAX CITY

SPECIAL EVENTS

2025 CALENDAR

Fishing Derby

Postponed until 2026

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Egg-Streme Night Egg Hunt

Thursday, April 17

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Rock the Block

4th Fridays from May - October

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Juneteenth Celebration

Saturday, June 14

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Movies Under the Moon

2nd Fridays from June - September

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Independence Day Celebration Parade and Evening Show

July 4

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Fall Festival

Saturday, October 11

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Holiday Craft Show

November 15 - 16

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Festival of Lights and Carols

Saturday, December 6

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Holiday Market

First 2 Weekends in December

December 5 - 7

December 12 - 14

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Claus and Cookies

Saturday, December 13

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Santa Sponsor

Holiday Craft Show

Holiday Market

- 1st Weekend: Photos with Santa

- 2nd Weekend: Paws and Claus

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2026 Chocolate Lovers Festival

February 6-8, 2026

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PROMOTE YOUR BUSINESS

The Fairfax City Parks and Recreation Department has several avenues of communication in order to reach and stay in touch with our community members both online and offline. Our ever-growing social media platforms, website, Parks & Rec Connected magazine, local newspapers, and other various communication outlets allow us to reach the general public far and wide. Sponsoring an event will increase your company's exposure in the local community, bring awareness to your business and location both on and offline, and all while fostering community trust and familiarity. Come to our events and meet your future customers!

City Website (as of May 2024)

- All "Special Event" pages
 - Top 80% of city website traffic

Facebook

- Parks and Recreation
 - 9.4K Followers
- City of Fairfax Government
 - 6.5K Followers

Parks and Rec Connected Magazine

- Mailed to all Fairfax City Residents
 - 24,835 residents
 - 10,040 housing units

CityScene

- Mailed to all Fairfax City Residents
 - 24,835 residents
 - 10,040 housing units

Additional Event Advertising:

- Flyers/Palm Cards
- Local Newspaper Ads
- T-shirts
- Brochures
- Event Signage/Text Messages
- Free Giveaways
- Event Stage Announcements

Let's customize your sponsorship!

Facebook Post: Fairfax City Parks and Recreation. Published by Deanna Ffx • October 31. HAPPY HALLOWEEN FROM THE Fairfax City Parks and Recreation DEPARTMENT!! Thank you to the City of Fairfax Police Department for letting us join you last night! We had a blast! Shout out to our Pumpkin Bag Sponsor, the Fairfax Ice Arena, for their generous support at this event! ... See more

Independence Day Celebration Flyer: PEACE, LOVE AND THE 4th of July Fairfax City, 2023. 57th Annual FAIRFAX CITY INDEPENDENCE DAY CELEBRATION. JULY 2ND FIREWORKS ★ JULY 4TH PARADE. FAIR CITY MALL FAIRFAX

Parks & Rec Connected Magazine: A COMPLETE GUIDE TO FAIRFAX CITY EVENTS, ARTS, PROGRAMS, AND PARKS

2023 Sponsors Flyer: THANK YOU TO OUR SPONSORS!! Elite Sponsor FAIR CITY MALL. 2023 Sponsors: Anonymous in honor of Jack Potock, Army Navy Country Club, Sandy Spring Bank, VFW Post 8429 - "The Blue & Gray", ESSENCE, American Legion Post 177, Honoring Jack Potock by the Potock Family, Northern Virginia Audio Body Massage, Outman Fairfax Toyota, People's Body & Pain, SUPPORTERS: Charlie Potock, City of Fairfax Democratic Party, Towana Club of Fairfax, Old Fairfax News Community Council, Potomac's Pizzeria, Providence Square Condominium Association, DONORS: Beverly Myers, Cindy's Better & Beautiful Things Do, Enclosure Condominium Association, First American Real Estate, "Gourmet" Family, Joy Unlimited, Network for Good, NKVA Korean USA Church, NVA's Italian Ice of Fairfax, Tom & Linda Davis

Latest News: A red banner with the text "LATEST NEWS" pointing to various event photos.

SPONSORSHIP GUARANTEE:

\$8,000+

- Full Page Ad in Connected Brochure
- Social media mentions
- Website Listing
- Event Signage

\$5,000+

- 1/2 Page Ad in Connected Brochure
- Social media mentions
- Website Listing
- Event Signage

\$3,000+

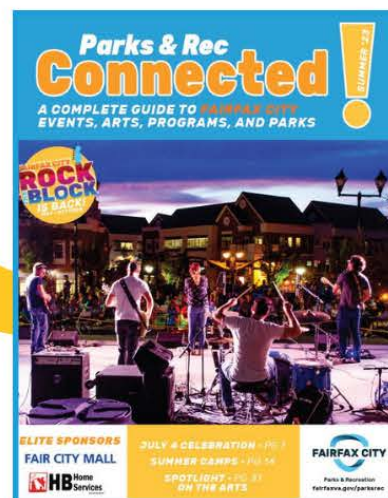
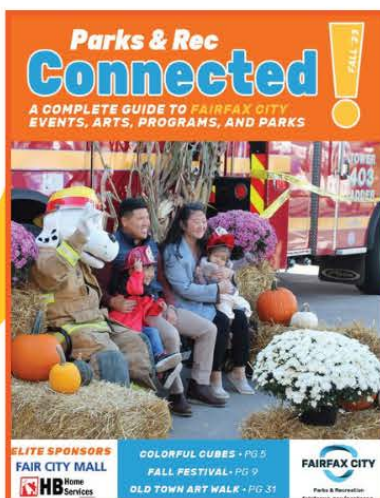
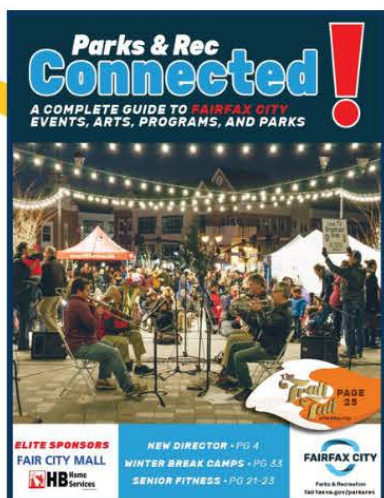
- 1/4 Page Ad in Connected Brochure
- Social media mentions
- Website Listing
- Event Signage

*Split and stack your ad space in the Connected Brochure!
Our brochure reaches 24,835+ residents and is released
three times a year.*

Winter/Spring

Fall

Summer





ELITE

SPONSOR



\$25,000

Unlock Premium Exposure with Our Elite Sponsorship Package!

Elevate your brand with a dynamic sponsorship opportunity that puts you at the heart of our community. Choose any 4 events to sponsor and enjoy full-page ads in all 3 editions of our Connected brochure (equivalent to a full year's worth of exposure)! Your brand will take center stage with a prominent spot on the front page of our Connected brochure, plus we'll feature your flyers and promotional materials at our event informational tables, ensuring maximum visibility.

We're also happy to discuss customizations to tailor your sponsorship experience to your unique needs. Seize this exclusive chance to connect, engage, and grow—your perfect sponsorship experience awaits!

Fairfax City

Chocolate Lovers Festival

FIRST WEEKEND IN FEBRUARY

DOWNTOWN FAIRFAX

10415 NORTH ST., FAIRFAX

FRIDAY: 6PM - 8PM

SATURDAY: 10AM - 5PM

SUNDAY: 12PM - 4PM

An annual three-day festival, the Chocolate Lovers Festival is held on the first weekend of February & features tons of events spread throughout Downtown Fairfax!

Popular events are Taste of Chocolate, Liquid Chocolate, & Construct a Cupcake! Additionally, a portion of the festival proceeds funds the Chocolate Lovers Festival grant program, which provides financial support to local non-profits in the area.

AVERAGE ATTENDANCE: 5,000 PEOPLE
(OVER THE WEEKEND)



LIQUID CHOCOLATE SPONSOR - \$5,000

- Company logo on the city website, social media pages, event day signage, & programs/brochures.
- Company name/logo positioned near the tent entrance.
- Company located in the Liquid Chocolate Tent—one 6 ft table and 2 chairs provided.
- Company Logo on Liquid Chocolate banner
- 1/2-page ad in the Connected Brochure

TASTE OF CHOCOLATE SPONSOR - \$2,000

- Company logo on the city website, social media pages, event day signage, & programs/brochures.
- Company Logo on Taste of Chocolate banner.





GRANT SPONSORSHIPS

The Chocolate Lovers Festival Committee grant is awarded to City of Fairfax non-profit organizations/Metropolitan Washington area that provides a service directly to people living in the City of Fairfax. The committee seeks organizations that contribute to the common good and the community at large.

CHOCOLATE CHIP COOKIE - \$1,500

- Small sized company logo appears on the city website & social media pages
- Logo on event Day Signage
- Logo on programs and brochures related to the event/grant

CHOCOLATE TRUFFLE - \$3,000

- Large sized company logo appears on the city website & social media pages.
- Logo on event Day Signage
- Logo on programs and brochures related to the event/grant.
- 1/4 page ad in the Connected Brochure



FALL FESTIVAL

400+ VENDORS • BEER GARDENS • FOOD
LIVE ENTERTAINMENT • CHILDREN'S AREA
AVERAGE ATTENDANCE: 25,000 PEOPLE

YOUR
LOGO
HERE



2ND SATURDAY IN OCTOBER
10AM - 5PM
DOWNTOWN FAIRFAX

FALL FESTIVAL

STAGE SPONSORSHIPS

MAIN STAGE - \$5,000

- Company name/logo positioned on Main Stage.
- One 10' x 10 booth space, 6' table, and chairs provided in the main area of festival.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/2-page ad in the Connected Brochure.

OLD TOWN SQUARE STAGE - \$5,000

- Company name/logo positioned on Old Town Square Stage.
- One 10' x 10 booth space, 6' table, and chairs provided in the main area of festival.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/2-page ad in the Connected Brochure.

SPECIAL FEATURED ENTERTAINMENT - \$5,000

- Company name/logo by the Special Featured Entertainment.
- One 10' x 10 booth space, 6' table, and chairs positioned in the main area of the festival.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages
- 1/2-page ad in the Connected Brochure.

CHILDREN'S STAGE - \$3,000

- Company name/logo positioned on Children's Stage
- One 10' x 10 booth space, 6' table, and chairs provided in the Children's Area.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages
- 1/4-page ad in the Connected Brochure.

FALL FESTIVAL

BEER GARDEN SPONSOR

MAIN STAGE - \$3,000

- Company name/logo on 500 clear cups for beer & 250 clear cups for wine.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/4-page ad in the Connected Brochure.

OLD TOWN SQUARE - \$3,000

- Company name/logo on 500 clear cups for beer & 250 clear cups for wine.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/4-page ad in the Connected Brochure.

SAGER - \$3,000

- Company name/logo on 500 clear cups for beer & 250 clear cups for wine.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/4-page ad in the Connected Brochure.



FALL FESTIVAL

ADDITIONAL SPONSORSHIPS

CHILDREN'S AREA - \$8,000

- Company name/logo on all children's rides/activities.
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- One 10' x 10 booth space, 6' table, and chairs provided in the Children's Area.
- Branded wristbands with logo.
- 1/2-page ad in the Connected Brochure.

FALL FESTIVAL BROCHURE - \$3,000

- Company name/logo on all brochures.
- Company name/logo on all brochure boxes (x4).
- Company name/logo on city website, social media, event day signage, & programs/brochures.
- Verbal recognition on all stages.
- 1/4- page ad in the Connected Brochure.



INDEPENDENCE DAY CELEBRATION



PARADE & EVENING SHOW



JULY 4TH SPONSORSHIPS

**AVERAGE ATTENDANCE: 10,000 PEOPLE
(PARADE) & 7,000 PEOPLE (EVENING SHOW)**

PLEDGE FORM

- Select your pledge amount
- Company name listed on city website, brochure, and social media pages.
- Ad in brochure for pledge amount as follows:
 - \$3,000+ : 1/4 page ad in Connected Brochure
 - \$5,000+ : 1/2 page ad in Connected Brochure
 - \$8,000+ : Full page ad in Connected Brochure



APPLY TO BE IN THE PARADE!

Participation in the parade is dependent on bringing entertainment value. Participation examples:

- Participate as balloon handlers and carry a banner with your company logo/name in front of the balloon.
- Help sponsor hired performers such as costumed characters, clowns/jugglers, superheroes, princesses, etc.
- Sponsor a float in the parade
- Decorate your company vehicle based on the theme
- Carry the "Walking Flag" (requires 15 people)

Application: fairfaxva.gov/specialevents - click the "Vendor Information and Applications" tab.



Evening Show Sponsor - \$10,000

- Company name/logo on show mobile
- Company name/logo on city website, brochure, social media pages, and event day signage
- Verbal recognition from the stage
- Giveaway merchandise (optional)
- VIP seating for the show
 - Full page ad in Connected Brochure



ROCK THE BLOCKS

4TH FRIDAY OF THE MONTH • MAY-OCTOBER • 6:30PM-9:30PM



BEER GARDEN • FOOD TRUCKS • LIVE MUSIC
AVERAGE ATTENDANCE: 2,500 PEOPLE/MONTH

Exclusive Sponsor

\$10,000

PLEASE NOTE: The **Gold**, **Silver**, and **Bronze** Sponsorships are only available if there is no Exclusive sponsor.

- Sponsor benefits applied to ALL Rock the Blocks.
- Company name/logo on stage.
- Company logo on city website, social media, & event day signage.
- Verbal recognition at event.
- One 10' x 10' booth OR parking space for vendor truck.
- Full page ad in Connected Brochure.

Gold Sponsor

\$7,000

- Sponsor benefits applied to THREE of the Rock the Blocks.
- Company name/logo on stage at the three events.
- Company logo on city website, social media, & event day signage.
- Verbal recognition at event
- One 10' x 10' booth OR a parking space for vendor truck.
- 1/2-page ad in Connected Brochure.

Silver Sponsor

\$5,000

- Sponsor benefits applied to TWO Rock the Blocks.
- Company name/logo on stage at the two events.
- Company logo on city website, social media, & event day signage.
- Verbal recognition at event.
- One 10' x 10' booth OR parking space for vendor truck.
- 1/2-page ad in the Connected Brochure.

Bronze Sponsor

\$3,000

- Sponsor benefits applied to ONE of the Rock the Blocks.
- Company name/logo on stage during one event.
- Company logo on city website, social media, & event day signage.
- Verbal recognition at event.
- One 10' x 10' booth OR parking space for vendor truck.
- 1/4-page ad in Connected Brochure.

HOLIDAY EVENTS

THE MOST POPULAR ARTS
& CRAFT SHOW IN THE
GREATER METROPOLITAIN
AREA



Holiday
Craft Show

**200+ CRAFT VENDORS:
GOURMET FOOD, JEWELRY,
HOME FRAGRANCES,
PAINTINGS, POTTERY, & MORE!**

3RD WEEKEND IN NOVEMBER

**AVERAGE ATTENDANCE:
5,000 PEOPLE**

Bag Sponsor - \$6,000

- Available until October 1st
- 3,000 bags with the event logo on one side & company logo on the other side.
- Company name/logo on the city website, social media & event day signage.
- Verbal recognition as sponsor during announcements.
- 1/2-page ad placed in the Connected Brochure.

ATM Sponsor - \$3,000

- Available until October 1st
- Company name/logo on the city website, social media & event day signage.
- Verbal recognition as sponsor during announcements.
- 1/4-page ad placed in the Connected Brochure.



HOLIDAY EVENTS

City of Fairfax

Festival of Lights and Carols

LIVE PERFORMANCES,
S'MORES, HOT CIDER,
& TREE LIGHTING
CEREMONY

**FIRST SATURDAY IN DECEMBER
NOON - 6PM • OLD TOWN SQUARE -
10415 NORTH ST., FAIRFAX**

**AVERAGE ATTENDANCE:
3,000 PEOPLE**

Hot Cider Sponsor- \$600

- Company logo on city website, social media, and event day signage.
- Verbal recognition as the sponsor during the announcements.

Craft Sponsor - \$600

- Company name/logo on the city website, social media & event day signage.
- Verbal recognition as sponsor during announcements.

S'mores Sponsor - \$600

- Company name/logo on the city website, social media & event day signage.
- Verbal recognition as sponsor during announcements.



HOLIDAY EVENTS



60+ CRAFT VENDORS &
LIVE PERFORMANCES
GERMAN MARKET
INSPIRED!

**FIRST TWO WEEKENDS
IN DECEMBER**

FRIDAY: 5PM - 8PM
SATURDAY: 12PM - 6PM
SUNDAY: 12PM - 5PM

**AVERAGE ATTENDANCE:
500 PEOPLE/WEEKEND**

Exclusive Sponsor - \$3,000 (Both Weekends)

- Company name/logo on the city website, social media & event day signage.
- Verbal recognition as sponsor during announcements.
- 10' x 10' space, tables, heater, and chairs provided at the event.
- Company logo position on the stage for both weekends.
- 1/4-page ad in the Connected Magazine.

Bag Sponsor - \$1,500

- 500 bags with the event logo on one side and company logo on the other side of the bag.
- Company name/logo on the city website, social media & event day signage.





SANTA SPONSOR

\$500 PER EVENT

- Company name/logo on the city website, social media, & event day signage..
- One 6ft table and 2 chairs at the event



HOLIDAY CRAFT SHOW
"PHOTOS WITH SANTA"

SUNDAY ONLY
11AM - 2PM
INDOORS

HOLIDAY MARKET
"PHOTOS WITH SANTA"
SUNDAY OF 1ST WEEKEND
2PM - 5PM
OUTDOORS

HOLIDAY MARKET
"PAWS & CLAUS"
SUNDAY OF 2ND WEEKEND
2PM - 5PM
OUTDOORS

Claus and Cookies

DECORATE A HOLIDAY
COOKIE, CRAFT, AND TAKE
PHOTOS WITH SANTA!

AVERAGE ATTENDANCE:
160 PEOPLE

Cookie Sponsor- \$500

- Company logo on city website, social media, & event day signage
- Pop up banner with company logo at main entrance
- Company logo on cookie packaging
- Verbal recognition as sponsor during announcements



COMMUNITY EVENTS

Exclusive Sponsor- \$500 (per event)

- Company logo on city website, social media, & event day signage.
- Pop up banner with company logo.
- Verbal recognition as the sponsor during the announcements.



EGG-STREME TEEN EGG HUNT

AVERAGE ATTENDANCE: 150 PEOPLE

This nighttime hunt is exclusively for teens and pre-teens who aren't ready to give up the hunt! Held on the eerie grounds of Historic Blenheim, teens use their flashlights to find out glow-in-the-dark eggs.



FISHING DERBY

AVERAGE ATTENDANCE: 100 PEOPLE

Get ready for a "reel" good time! Participants can fish for trout in this family-friendly event. No need to bring your own equipment—it's provided. Whether you're a seasoned pro or a first-time fisher, there's something for everyone!



MOVIES UNDER THE MOON

AVERAGE ATTENDANCE: 100 PEOPLE/MONTH

Held the second Friday of the month, June - September. Catch a movie on the big screen in Van Dyck Park. Bring your lawn chairs, blankets, and favorite movie snacks while enjoying a family friendly movie under the stars on a giant, inflatable screen.



JUNETEENTH

AVERAGE ATTENDANCE: 250 PEOPLE

Celebrate and learn about Juneteenth with live entertainment, children's activities and crafts, informational vendors, food vendors and more.