

TOWN OF MORRISVILLE

SPONSORSHIP GUIDE





Welcome to Morrisville

SpringFest

Morrisville is a dynamic community full of growing companies, young families, energetic professionals, and diverse individuals. Our residents value the strong sense of connection they experience in the Town, appreciating the links to global businesses, opportunities, parks, open spaces, and, most importantly, to each other. Morrisville is seen as a place to gather, converse with neighbors, and engage with Town leaders, reflecting the Town’s philosophy of “Live connected. Live well.”

In 2024 Morrisville was ranked the No. 7 Best Small City to Start a Business in the U.S. (WalletHub), the No. 2 Best Place to Live in North Carolina (Niche) and the No. 1 Best Suburb for Young Professionals in North Carolina (Niche).

The Town of Morrisville was honored as a recipient of the 2021 All-America City award. The All-America City award recognizes Morrisville’s inclusive civic engagement to build equity and create stronger connections among residents, businesses, nonprofits and government leaders.

These accolades are reflective of the warm connection felt throughout the Town that residents say make the Town so unique. Learn more about the Town of Morrisville at morrisvillenc.gov.

Interested in sponsoring a Town event? Contact Wil Glenn, communications and outreach director, at (919) 463-6152 or wglenn@morrisvillenc.gov.



Morrisville
Live connected. Live well.

Morrisville



2021

SPONSORSHIP LEVELS

Presenting Sponsor | \$5,000+

- Name and logo on sponsor banner as Presenting Sponsor
- Name and logo on sidewalk and stage A-frames as Presenting Sponsor
- Website recognition with URL link to sponsor's website
- Social media profile
- Link in *Next Week in Morrisville* e-newsletter
- Name and logo on T-shirt with prominent placement (if applicable)
- Name and logo in quarterly newsletter, *Morrisville Connection*
- Verbal recognition at event
- Preferred event parking
- Tent at event (limited amount)

Associate Sponsor | \$2,000-5,000

- Name and logo on sponsor banner as Associate Sponsor
- Social media mentions
- Name and logo on website
- Name and logo on T-shirt (if applicable)
- Verbal recognition at event
- Tent at event (limited amount)

Supporting Sponsor | \$1,000-2,000

- Name on sponsor banner as Supporting Sponsor
- Name on website
- Name and logo on T-shirt (if applicable)
- Verbal recognition at event
- Tent at event (limited amount)

Contributing Sponsor | \$1,000 and below

- Name on sponsor banner as Contributing Sponsor
- Name on website
- Name and logo on T-shirt (if applicable)
- Verbal recognition at event
- Tent at event (limited amount)

In-Kind Sponsor

- Tent at event (limited amount)

Sponsorship offerings may change for certain events.



Town of Morrisville Events

Boo Bash

Holi

Holi is a significant Hindu festival celebrated as the Festival of colors, love, and spring.

- Month: March
- Average attendance: 2,500
- Deadline to apply: December 1

Peeps in the Park

Peeps in the Park celebrates spring with a Peeps® scavenger hunt, games, music, and food trucks.

- Month: April
- Average attendance: 1,500
- Deadline to apply: January 1

Earth Day

Earth Day is held in conjunction with the Western Wake Farmers Market and features educational booths, sustainable giveaways, hands-on activities and more.

- Season: Spring
- Average attendance: 150
- Deadline to apply: December 1

Green Day

Green Day is a drive-thru event for residents to recycle goods that cannot be placed in residential recycling pickup and to dispose of hazardous or sensitive materials.

- Month(s): March and September
- Average attendance: 200
- Deadline to apply: December 1 and June 1



Movie in the Park

Morrisville Movies in the Park are free, and begin at dark on our multipurpose field at Morrisville Community Park.

- Season: Spring (1) and Fall (1)
- Average attendance: 300
- Deadline to apply: December 1 (Spring) and June 1 (Fall)

Music in the Park

The Morrisville Music in the Park concert series is held at the Healthy Food Hub and feature local bands and food trucks.

- Months: May-September
- Average attendance: 200
- Deadline to apply: February 1

SpringFest

SpringFest is a day in the park with activities for all ages, including games, inflatables, balloon art, food trucks, and more.

- Month: May
- Average attendance: 3,000
- Deadline to apply: February 1

Juneteenth

Juneteenth is held at Shiloh Park, and features music, historical presentations, entertainment, food trucks, games, and more.

- Month: June
- Average attendance: 250
- Deadline to apply: March 1

Red, White & BOOM!

Red, White & BOOM! features live entertainment, food trucks, family-friendly games, and closes with a fireworks show.

- Date: July 3
- Average attendance: 6,000
- Deadline to apply: April 1

S'Morrisville

S'Morrisville celebrates National S'mores Day, held annually on August 10.

- Date: August 10
- Average attendance: 1,500
- Deadline to apply: May 1

National Night Out

National Night Out is an annual community-building campaign that promotes police/community partnerships and neighborhood camaraderie.

- Month: October
- Average attendance: 1,000
- Deadline to apply: July 1

Fire Safety Day

Fire Safety Day is for members of the public to see fire trucks and fire apparatus up close, learn safety tips from the Morrisville Fire/Rescue Department, and includes food, drinks, and games.

- Month: October
- Average attendance: 2,000
- Deadline to apply: July 1

International Festival

The International Festival brings together the community for a day of food, music, dance, and art.

- Month: September
- Average attendance: 2,000
- Deadline to apply: June 1

Diwali

Diwali is India's biggest and most important holiday of the year. This event includes hands-on activities, music, food, and fireworks.

- Month: October
- Average attendance: 3,000
- Deadline to apply: July 1

Boo Bash

Boo Bash brings together little goblins, ghosts, and superheroes for an afternoon filled with laughter, treats, and spooky surprises.

- Month: October
- Average attendance: 2,000
- Deadline to apply: July 1

Veterans Day Celebration

The Veterans Day Celebration honors veterans who live and work in Morrisville and features a keynote speaker.

- Date: November 11
- Average attendance: 100
- Deadline to apply: August 1

Tree Lighting

Kick-off the holiday season with the Town Tree Lighting. Santa Claus and the Town Council will be counting down the lighting of the tree followed by fun and entertainment.

- Month: December
- Average attendance: 600
- Deadline to apply: September 1

Menorah Lighting

The Menorah Lighting celebrates Hanukkah and includes a musical performance.

- Month: December/January
- Average attendance: 300
- Deadline to apply: September 1

