

Ontario Beach Park
Program Committee

39th ANNUAL
JUNE 22-24
2025



SPONSORSHIP OPPORTUNITIES

The 39th annual HARBORFEST-- a celebration of Rochester's unique Great Lake Ontario and Genesee River waterfronts--will be held at Ontario Beach Park and the Port of Rochester June 20-22, 2025. This Rochester tradition marks the opening of the summer season at our beachfront, and is attended by thousands who are more than ready to get summer started!

HARBORFEST features an array of free family activities and entertainment over the weekend, including unbelievable professional sand sculpting demonstrations; an open sand sculpture contest; a dazzling Saturday night Boat Parade of Lights; a children's bounce house and activity area; rides on the 120-year-old Denzel Carousel; tours of the 200 year-old Charlotte-Genesee Lighthouse; a classic car show; wine tasting for the adults; a beach volleyball tournament; live music; food and beverage trucks and stands; festival specials at Charlotte neighborhood businesses, and much more!

HARBORFEST is hosted by **Ontario Beach Park Program Committee** in conjunction with the City of Rochester and Monroe County.

Learn more at ontariobeachentertainment.org.

[Read on to learn about sponsorship opportunities for the 2025 Harborfest!](#)



SPONSORSHIP OPPORTUNITIES

39TH ANNUAL HARBORFEST

ONTARIO BEACH PARK AND PORT OF ROCHESTER

JUNE 20-22, 2025

PRESENTING SPONSORSHIP \$25,000

- Sponsor's name in event title
- Participation in press conference announcing the events
- Sponsor's name and logo on all print advertising, fliers, posters, social media
- Sponsor's name in radio/TV advertising
- Sponsor's banners displayed around festival area and at main entrance
- Space for product display, sampling, and promotion.
- Opportunity to host VIP party on board visiting tall ship or inside Port Terminal
- Display presence for "Boat Parade of Lights"
- Inclusion in O.B.P.P.C. volunteer/sponsor recognition event

MARQUEE SAND SCULPTURE SPONSORSHIP \$15,000

- Sponsor's name on print and electronic media advertising
- Name and logo in sculpture
- Recognition signage at venue
- Opportunity to host VIP party in Robach Center overlooking Lake Ontario and the sand sculpture
- Space to share samples and literature at venue (no sales allowed)
- Inclusion in O.B.P.P.C. volunteer/sponsor recognition event



MAIN STAGE SPONSORSHIP \$5,000

- Recognition in all media advertising
- Front-and-center stage banner
- Emcee opportunity
- VIP seating
- Inclusion in O.B.P.P.C. volunteer/sponsor recognition event

ENTERTAINMENT SPONSORSHIP \$2,500

- Recognition in all media advertising
- Stage banner
- Emcee opportunity
- VIP seating
- Inclusion in annual O.B.P.P.C. volunteer/sponsor recognition event

Opportunities also available for food and merchandise vendors.

TALL SHIP SPONSORSHIP \$5,000

- Name and logo on signage at ship
- Premier space to share samples and literature at ship (no sales allowed)
- Inclusion in O.B.P.P.C. volunteer/sponsor recognition event

SUPPORTING SPONSORSHIP \$1,500

- Recognition on all event signs
- Inclusion in annual O.B.P.P.C. volunteer/sponsor recognition event

IN-KIND MEDIA SPONSORSHIP

- Recognition in all media advertising
- Recognition on onsite signage
- Spot to share promotional materials

SECURE YOUR SPONSORSHIP! Contact Jim Farr: jamesfarr55@gmail.com