

SPONSORSHIP OPPORTUNITIES

PEP PARTNER - \$2,500

- Name & logo prominently displayed during ALL PEP hosted events: Independence Day, Light Up the Gourds! and Mistletoe on Main St
- Name & logo on all marketing materials; printed and social media sites
- Early entry, preferred parking & seating
- Free booth space when applicable

EVENT SPONSOR - \$1000

- Choose your event; Independence Day, Light Up the Gourds! or Mistletoe on Main Street
- Name & logo prominently displayed during your chosen event
- Name on event marketing materials specific to your chosen event

ADVERTISING PARTNER - \$500

- Name prominently displayed during PEP hosted events
- Name recognition on all marketing materials; printed and social media sites



Portage Event Partnership "Put a little PEP In your step"



PORTAGE EVENT PARTNERSHIP MEETS
THE 2ND THURSDAY OF EACH MONTH
AT 4 P.M. IN THE DOWNSTAIRS
CONFERENCE ROOM AT CITY HALL.
INDIVIDUALS, BUSINESSES AND
ORGANIZATIONS ARE INVITED TO
ATTEND TO ASSIST WITH THIS YEAR'S
FESTIVITIES.

6070 Central Avenue
Portage, IN 46368

Phone: 219.762.5425
Email: nlaboy@portage-in.com

Visit our Facebook page at:
[www.facebook.com/
portageeventpartnership](https://www.facebook.com/portageeventpartnership)
Or visit our website at:
[www.portagein.gov/231/Portage-
Event-Partnership](http://www.portagein.gov/231/Portage-Event-Partnership)

PORTAGE EVENT PARTNERSHIP

The Portage Event Partnership (PEP), is a volunteer based group.

Our main objective is to help plan and organize family friendly events for the City of Portage.

PEP will host five events in 2023:

[Memorial Day Service](#)

[Fourth of July Parade & Fireworks](#)

[Light Up the Gourds! Community](#)

[Carving Night](#)

[Light Up the Gourds!](#)

[Mistletoe on Main Street](#)

We also embrace partnering with other city organizations to help provide family focused events within Portage. 2023 partners include Portage Kiwanis, Portage American Legion Post 260 and Portage Township YMCA.

We are seeking organizations, businesses and others to partner with PEP in participation and financial sponsorship to offer the best to our city's residents.

We invite you to read over our brochure and let us know how you would like to be involved!

2023 EVENTS



INDEPENDENCE DAY PARADE, FESTIVAL AND FIREWORKS

- Saturday, July 1, 2023
- Parade begins at 10 a.m. from Central and Vivian; continuing to Willowcreek Road to Sunrise
- Festival begins at 5 p.m. at Founder's Square; food trucks, live music, donut eating contest
- Fireworks display at dusk



LIGHT UP THE GOURDS!

- Saturday, Oct. 14, 2023; 5 p.m. to 6 p.m. for seniors and those with sensory issues and 6:30 p.m. to 9:30 p.m. for the general public; at Imagination Glen
- Paved jack-o-lantern trail featuring hand carved pumpkins from community groups, churches, schools, non-profits; awards for best displays
- Family friendly event, appropriate for all ages
- More than 800 people attended 2022 event



MISTLETOE ON MAIN ST

- Saturday, Dec. 2, 2023
- Santa's Parade of Toys, sponsored by Portage Kiwanis, begins at 4:30 p.m. from Central and Willowcreek
- Tree lighting after parade
- Visits with Santa; special treats, family activities

LIGHT UP THE GOURDS!

COMMUNITY CARVING NIGHT

- Thursday, Oct. 12, 5 p.m. to 7 p.m.
- Imagination Glen West Shelter
- All pumpkins carved will be displayed on Light Up the Gourds! Illuminated pumpkin trail
- Limit of 50 carvers; we provide the pumpkins, you provide the tools and creativity



MEMORIAL DAY SERVICE

- Monday, May 29, 2023, Noon
- Founders Square
- Service co-hosted with American Legion Post 260
- Speakers, 21-gun salute, laying of the wreath.
- Free hot dog and chips lunch sponsored by American Legion Auxiliary

SPONSORSHIP REGISTRATION

Please PRINT your name as you would like it to be advertised and return the completed form to the address below.

Business Name _____

Primary Contact _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email: _____

Single Event Sponsor: (choose one)

- Independence Day Parade/Festival
- Light Up the Gourds!
- Mistletoe on Main

____ **PEP PARTNER**

____ **ADVERTISING PARTNER**

Checks should be made payable to:

City of Portage-PEP

Portage Event Partnership

6070 Central Avenue

Portage, IN 46368

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Office use only:

Date Received: _____

Amount: _____ Check No: _____