

SPRINGFIELD'S **THE BLOCK PARTY** **SEPT 11 | 4-10 P** **DOWNTOWN** 2026

POWERED BY



**APPLY
NOW**



On September 5th, 2025, Oregon descended on Historic Downtown Springfield for Lane County's premier FREE gathering: Springfield's The Block Party. Over **140 businesses, non-profits, and civic partners** came together to celebrate economic growth, arts, culture, while attendees connected with their neighbors, business leaders and elected officials over craft food & beverages. Springfield's The Block Party is an annual showcase of revitalization and community building in the County: **One Magical Night, Many Years in the Making.**

By The Numbers	2023	2024	2025
In Person Attendance	7500	12000	15000
Traffic Impressions	250000	256000	459000
Paid Media Impressions: Radio, Digital, Print & Video	X	~100K	Overall 393K
Web: Views Active Users	X	33K 10K 41% organic search	53K 16K 39% organic search
Social (Meta): Views Reach	207,000	331,200 37K	414K 74K 59% org

How do you Springfield?

2026 Sponsorship Levels



	Super Premium \$3500+	Premium \$1500+	Strategic Support \$750+
Custom Activation, Zone or Naming	✓	✗	✗
Logo on Banner *252,000 impressions	✓	✗	✗
Booth Size**	10x10 Free, 50% Discount	10x10 Free, 25% Discount	✗
Website Inclusion *Up To 50K Views	Main Pages + Dedicated Page	Smaller Main Pages	Smallest Main Pages
Social Inclusion *Up To 250K Views	Up to 5 Dedicated Posts	2 Dedicated Posts	✗
Logo on Poster	✓ Biggest	✓ Big	Small
Premium Map Visibility *3500 Active Users	Biggest	Big	✗
On-Site Branded Promotional Materials	✓	✓	✗
Co-Branded Merch	Eligible	Eligible	✗
Passes to VIP Experience	4 Passes + Eligible To Purchase	2 Passes + Eligible To Purchase	Eligible To Purchase

**Booth spaces start at \$200. Discounts for qualifying NP/NFP.

APPLY NOW

 **springfieldblockparty.com**