

SPRINGFIELD'S

THE

BLOCK PARTY





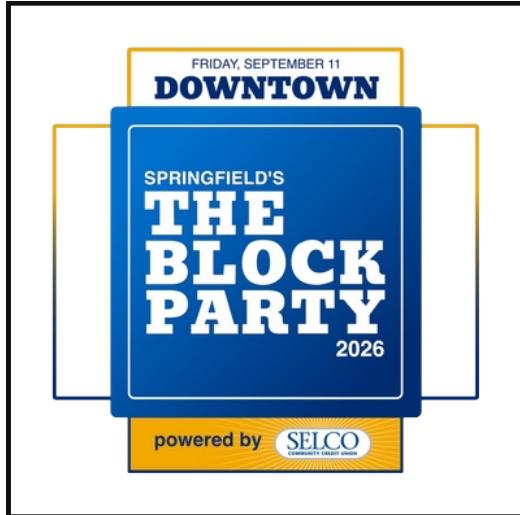
What is The Block Party?

On September 5th, 2025, 15,000 people descended on Historic Downtown Springfield for Lane County's Largest One Day Party. Over **140 participating organizations** with assets from **\$1k to \$2.8 Billion**, came together to celebrate economic growth, arts, culture, craft food, beverage and community building, in the heart of our City Center. Springfield's The Block Party is an annual showcase of the revitalization of Springfield: **One Magical Night, Many Years in the Making.**

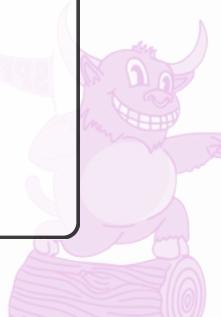
As the city starts its 140th year, The Block Party is poised as **the premier free gathering** in Lane County where businesses, non-profits, and civic partners can connect with their community, building the future of our region for the next generation of Oregonians. We are honored to bring together all of Springfield, in conjunction with the annual Herencia Hispana (Hispanic Heritage) Celebration.

We support a healthy and vibrant community through our 501c3 charity Community Activation Network who organizes The Block Party as a small, mostly volunteer team.

Title Sponsor



2025 | 2026 | 2027



**APPLY
NOW**



Always Free, For Everyone

We started with a few acoustic performers and a stilt walker. Then came the jugglers and bounce houses. If you give a city a party, they're gonna want a beer to go with it, and throw in a few food trucks and bands for good measure.

Each year, we add more stages, more activities, more rides, more small business vendors and more organizations meeting the people they serve on Main Street.

Here are a list of verifiable successes:

- **Largest Ribbon Cutting in Springfield Chamber History**
- **1st Pedestrian Street Closure of ODOT 126B in Modern History**
- **Local Brewery: 1 drink sold every 36 seconds for 5 hours**
- **Local Grocery Store: 1st, 2nd & 3rd Best Days Ever at The Block Party**
- **Food Truck: Equal Sales to a "Local Large Fall Sports Event"**
- **Local Corner Market : \$1500 of Beef Jerky Sales**
- **Small Craft Vendor (multiple): Best Event Ever**



Created By Our Community

We work hard to make an active event, full of wonder and opportunity, with magic around every corner. From the **flatbed truck stage** to the **mechanical bull, karaoke and a 24' tall slide**, The Block Party is designed with over **150 Really Great Spots** and **10 City Blocks + Parking Lots** in our Downtown Center.

Here's some things WE DIDN'T DO, but some really creative and fun people did to make the party even that much more fun for their community.

- **Ken Kesey Mural Celebration & Simpsons Mural Celebration by CMO**
- **Adventure Children's Museum Kid's Scavenger Hunt**
- **Eugene Symphony Instrument Petting Zoo**
- **Thrill The World Flash Mob**
- **House DJ at Main Street Market**
- **Bride of Frankenstein Appearance by Springfield History Museum**
- **Flowzone for Juggling Courtesy of MDT Training**



Center Your Organization!

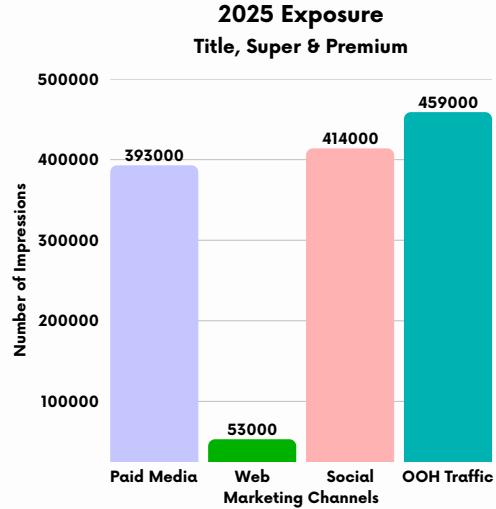
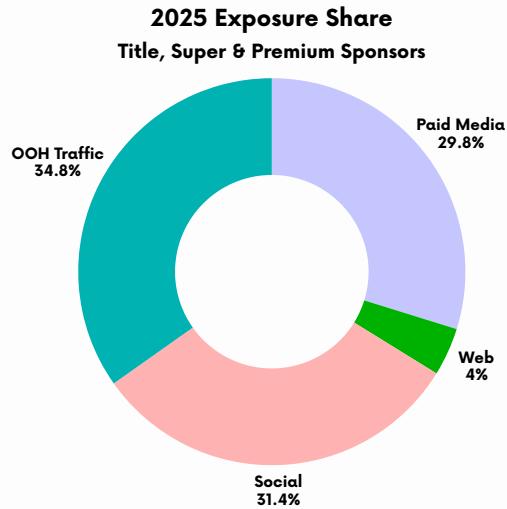
We are proud to have created exposure for hardworking, local businesses, charities, resource groups and civic partners. In four short years we have built a marketing exposure platform & event with unparalleled reach. In 2025, we delivered:

1.33 Million Impressions

for our **Title, Super Premium & Premium sponsors**, while booth sponsors had active audiences of 15,000 attendees to engage with.

Pick one of our Super Premium or Premium Sponsorships and be featured on our website, social channels and traffic banners throughout the promotional cycle, starting in January 2026, all the way through The Block Party.

Exposure



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

Super Premium Sponsors



Starting at \$3500



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NOW



Sponsorship Benefits Breakdown

SEPT 11 | 4-10

DOWNTOWN
2026

SPONSOR BENEFITS BREAKDOWN

	Benefit	SELCO Community Credit Union Title Sponsor	Super Premium Sponsor (\$3,500-\$7,500)	Premium Sponsor (\$1,500-\$2,500)	Strategic Springfield Support	Booth Rental (\$200-\$625)	
	Number At This Level	Th	Be O	ix 10	12	20	120
Before	Naming Rights / Title Integration	Yes		No	No	No	
	Exclusive Category Rights	Yes		No	No	No	
	Logo on Main Street Banners	Yes		No	No	No	
	OTT Commercial (15s)	Yes (Platforms TBD)	No	No	No	No	
	Social Media Graphics Inclusion	Yes	No	No	No	No	
	Social Media Mentions	Yes	Yes	Yes	Yes	No	
	Logo on Website	Yes	Yes	Yes	Yes	No	
	Logo on Poster	Biggest	Big	Small	No	No	
	Press Release Inclusion	Yes	Yes	No	No	No	

Premium Sponsors



Concert Partner



Karaoke



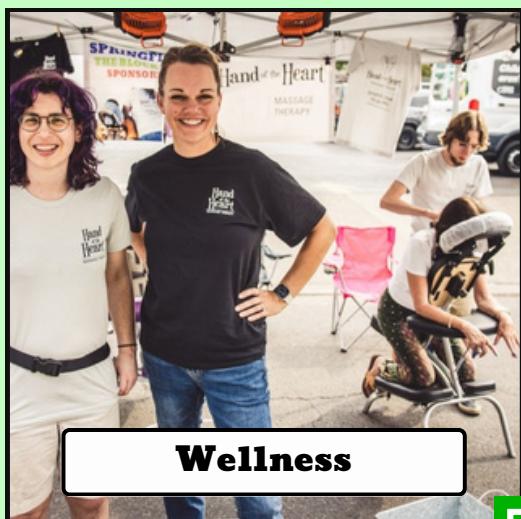
Photo Booth



Security



Axe Throwing



Wellness

Starting at \$1500



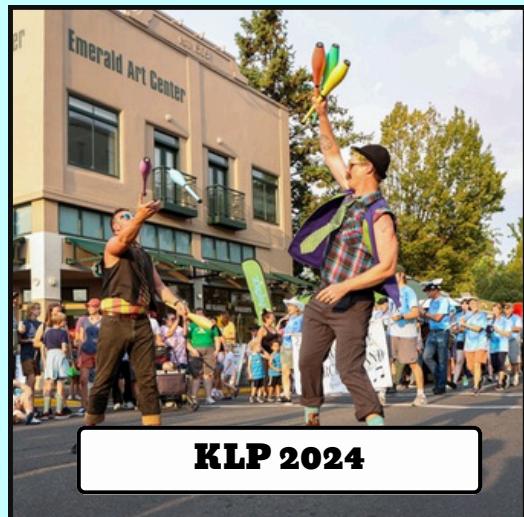
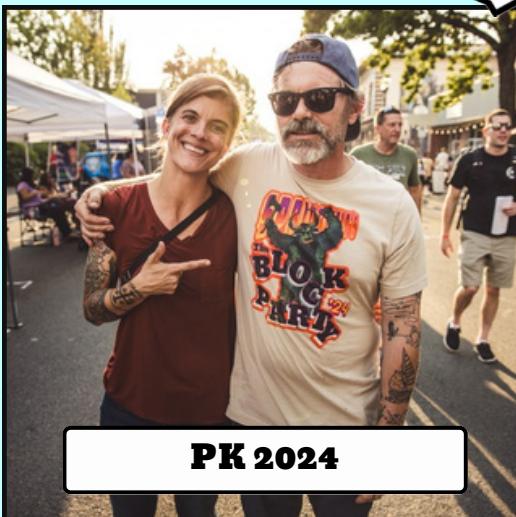
APPLY
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Your Main Street Storefront

We Want To Be At The Party		How Much Space Do You Want?		
I'm a Food Truck	Meet New People	Do A Free Activity	Be Front & Center	
Limited To High Performers	10x10	10x20	10x30	
Space Rental + Service Fee + % of Sales	\$250	\$450	\$700	
Serve 100 customers per hour	Get To Know Springfield	Engage In Fun For All Ages	Tell A Big Story	
Downtown Biz Discount \$250 - \$200	Support The Party, Keep Your Storefront Open, Celebrate Springfield with Your Best Customers			

Pics That Prove It



springfieldblockparty.com





Generational Investment

We started **Community Activation Network (501c3)** to organize free, in-person community events that activate public spaces, support small organizations, and foster civic engagement and local collaboration while building community.

We believe in the future of Lane County & Springfield, and Springfield's The Block Party is a community wide investment in the humans, businesses, great causes and civic partners that build a better, safer & more welcoming place to grow up, thrive and retire.

We need more Strategic Support Partners for this mission. Party costs increase each year, but each dollar spent goes back into the local economy, for the good of the community and its residents. If **\$500 or \$5000** dollars seems like the right investment for you and your organization, you can give to community wide impact and purpose. As a registered charity, we provide tax deductible receipts for your organization and grant tracking for your foundation.

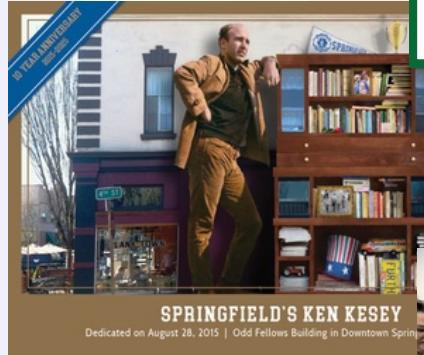
Partnerships For Ages

City of Springfield



WE'RE ALL SPRINGFIELD

- We couldn't do this without the support of these groups.
- They bring professional logistics, planning, permitting support.
- We celebrate our community alongside Herencia Hispana each year.



and the famous author, but the man who never lost touch with where he came from. In 2015, the International Order of Odd Fellows in Springfield, Oregon, had caught a wonderful photo of Ken – perhaps the most recognizable man in town to come. Thanks to the leadership of the City of Springfield, the Odd Fellows and the Springfield City Arts Commission, the photo was turned into a bronze bust and placed in the downtown library. It is a fitting gift for the iconic family members, George Ulrey and Sunshine Kesey, for driving their ideas and community involvement with such honesty and warmth.

Thank you to the International Order of Odd Fellows in Springfield, Oregon, for the generous use of your building, and to the Springfield City Arts Commission for having Ted capture the photo that inspired the bust.



Who Are You?

APPLY
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springfieldblockparty.com

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

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