

30th Anniversary Market Street Festival

Saturday, May 2, 2026



The generous contributions of our sponsors are key to the success of Market Street Festival and our contributions back to the community.

This sponsorship package offers you, our valued community partner, the opportunity to be a part of our largest community festival. A captive audience of thousands will see the support from your business and your dedication to Market Street Festival. Market Street Festival is the largest fundraiser for Main Street Columbus and helps to ensure continued downtown revitalization efforts, projects, and events throughout the year.

Keep reading for a comprehensive list of our benefit packages and more information on becoming involved with the 2026 Market Street Festival! Be a part of the 30th Anniversary!



2026 Sponsorship Opportunities

Premier Sponsor

\$20,000 - Two Available

Premier Sponsor Benefits:

Appreciation Package - includes 15 t-shirts & 15 VIP passes / Framed festival poster / Hospitality Area - VIP Area during the festival / Company Display - 36x10 space if desired (limited space and electrical) / Media Exposure - noted as Premier Sponsor on social media channels, newspaper special edition, largest & most prominent logo on website, event banners, t-shirt, poster, billboards, tv commercials (various channels), radio, & newspaper advertisements throughout the tri-state area.

Title Sponsor

\$15,000+

Title Sponsor Benefits:

Appreciation Package - includes 10 t-shirts & 10 VIP passes / Framed festival poster / Hospitality Area - VIP Area during the festival / Company Display - 24x10 space if desired (limited space and electrical) / Media Exposure - noted as Title Sponsor on social media channels, newspaper special edition, large logo on website, event banners, t-shirt, poster, billboards, tv commercials (various channels), radio, & newspaper advertisements throughout the tri-state area.

Corporate Sponsor

\$10,000+

Corporate Sponsor Benefits:

Appreciation Package - includes 8 t-shirts & 8 VIP passes / Framed festival poster / Hospitality Area - VIP Area during the festival / Company Display - 24x10 space if desired (limited space and electrical) / Media Exposure - large logo on social media channels, newspaper special edition, website, event banners, t-shirt, poster, billboards, tv commercials (various channels), radio, & newspaper advertisements throughout the tri-state area.

Business Sponsor

\$5,000+

Business Sponsor Benefits:

Appreciation Package - includes 6 t-shirts & 6 VIP passes / Framed festival poster / Hospitality Area - VIP Area during the festival / Company Display - 12x10 space if desired (limited space and electrical) / Media Exposure - medium logo on social media channels, newspaper special edition, website, event banners, t-shirt, poster, billboards, tv advertisements (various channels), radio, & newspaper advertisements throughout the tri-state area.

Special Event Sponsor

\$2,500+

Special Event Sponsor Benefits:

Appreciation Package - includes 4 t-shirts & 4 VIP passes / Hospitality Area - VIP Area during the festival / Company Display Space - 12x10 space if desired (limited space and electrical) / Media Exposure - medium logo on social media channels, newspaper special edition, website, event banners, & newspaper advertisements throughout the tri-state area.

Event Sponsor

\$1,000+

Event Sponsor Benefits:

Appreciation Package - includes 3 t-shirts & 3 VIP passes / Hospitality Area - VIP Area during the festival / Company Display Space - 12x10 space if desired (limited space and electrical) / Media Exposure - small logo on social media channels, newspaper special edition, website, event banners, & newspaper advertisements throughout the tri-state area.

Stage Sponsor

\$500

Stage Sponsor Benefits:

Appreciation Package - includes 2 t-shirts & 2 VIP passes / Hospitality Area - VIP Area during the festival / Media Exposure - business mention on social media channels, newspaper special edition, small logo on website, mention on event banners, & newspaper advertisements throughout the tri-state area.

The Festival

Market Street Festival began in 1996 and over the past 30 years has grown to be the largest special event and festival in Columbus, Mississippi and one of the largest in the state. 2026 marks the 30th Anniversary for the award winning festival. Market Street Festival is held the first Saturday in May each year and encompasses 12 city blocks in historic downtown Columbus. Market Street Festival has been named as a Top 20 Event in the Southeast by the Southeast Tourism Society and has received many other prestigious awards throughout the years. A crowd of thousands gather each year to enjoy all the festival has to offer, including over 200 arts, crafts and food vendors and dozens of special events, musical acts and activities throughout the festival.

Talented musical acts are the highlight of Market Street Festival and acts range from local talent to nationally known music acts. Each year Market Street Festival continues to highlight Columbus, our many local talents and community spirit. The generous contributions of time, resources and talents of our neighbors are key to the success of Market Street Festival and thus, to our contributions back to our community. Market Street Festival is the largest fundraiser for Main Street Columbus and is essential to our continued downtown revitalization efforts. Thank you for your support and we look forward to seeing you at Market Street Festival!

Marketing



Market Street Festival Facebook Page - 7.9K+ Followers
Main Street Columbus Facebook Page - 8.4K+ Followers



Market Street Festival Instagram - 292 Followers
Main Street Columbus Instagram - 1.3K+ Followers



Annually

Market Street Festival Facebook Page - 365.6K Views
Main Street Columbus Facebook Page - 1.2M Views



Monthly E-Newsletter - 2.5K+ Subscribers

Sponsor Recognition Includes Placement on T-Shirts and Festival Posters, Exposure in the VIP Area, as well as Placement on Social Media Channels, Newspaper Ads, Website, Event Banners, Billboards, TV Commercials, Radio Spots, and More!

See Levels for Corresponding Details



Tens of thousands of visitors from all over the United States!

Interested in sponsoring the 2026 Market Street Festival? CONTACT US TODAY!

info@columbusmainstreet.com | 662-328-6305

Please complete the attached commitment form and provide us with a high quality logo for your brand or business for marketing and publicity.





2026 Sponsorship Commitment Form

Business Name: _____
 Contact Name: _____
 Billing Address: _____
 Email Address: _____
 Phone Number: _____

Please choose amount & level below:

Food & drinks (including water) are not permitted to be given away or sold without prior approval from the Festival Committee.

- **Premier - \$20,000
- **Title - \$15,000
- **Corporate - \$10,000
- **Business - \$5,000
- **Special Event - \$2,500
- **Event Sponsor - \$1,000
- Stage Sponsor - \$500

Political booths are not permitted at the festival.

Other Amount: _____

Indicate if amount is in-kind.

Check Enclosed: _____ Please Invoice Me: _____

**Should your company choose to sponsor at the 'Event Level' or above, you are given the option to have a company display space. If you would like to take advantage of this option, please let us know below what you have planned so we can place you in an optimal location (Limited space and electrical). _____

To expedite printing of promotional materials and to be included in all advertisements and promotions, please return this form with full payment by March 15th, 2026.

Please submit a copy (if new or changed from previous years) of your logo in all appropriate design formats along with a completed commitment form to the emails below.

Market Street Festival
P.O. Box 1062, Columbus, MS 39701
info@columbusmainstreet.com

Thank you for your support!