



Three Stages. Two Parks. One Community.

Sponsorship Opportunities and Benefits

The Lyric is going beyond its walls and into the heart of Downtown. CentenFest features live performances and family-friendly activities across three stages, bringing residents and visitors together for a day of music and shared experiences.

The festival is designed to celebrate our community. There are no vendors and no closed roads. Attendees are encouraged to dine, shop, and explore all that downtown has to offer—creating a direct benefit for local businesses and the community.

Your sponsorship helps support The Lyric and strengthen our community.

Festival and Lyric Season Benefits:

Headliner Sponsorship — \$10,000

- Premier logo placement at outdoor stage signage
- Premier logo placement in The Lobby of The Lyric
- Premier logo placement on day of signage and marketing and the festival website and social media promotions
- Opportunity to introduce the performers from the stages
- VIP seating area for guests
- Full Page Ad in The Lyric Magazine for 4 issues (Summer & Fall 2026 and Winter/Spring & Summer 2027)
- Season Sponsorship recognition for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine and website
- Sponsorship recognition for the 2025-2026 and 2026-2027 Seasons on mobile and print at home tickets
- Concierge Ticketing Service for all Lyric Performances in the 2026-2027 Season

Support Act Sponsor — \$7,500

- Prominent logo placement on outdoor stage signage
- Prominent logo placement on day of signage and marketing and the festival website and social media promotions
- VIP seating area for guests
- Premier logo placement in The Lobby of The Lyric
- Half-page Ad in The Lyric Magazine for 4 issues (Summer & Fall 2026 and Winter/Spring & Summer 2027)
- Season Sponsorship recognition for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine and website
- Sponsorship recognition for the 2025-2026 and 2026-2027 Seasons on mobile and print at home tickets
- Concierge Ticketing Service for all Lyric Performances in the 2026-2027 Season

Spotlight Sponsor — \$2,500

- Logo placement on outdoor stage signage
- VIP seating area for guests
- Logo placement on day of signage and marketing and the festival website and social media promotions
- Quarter-page Ad in The Lyric Magazine for 2 Issues (Summer & Fall 2026 Issues)
- Season Sponsorship recognition for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine and website
- Concierge Ticketing Service for all Lyric Performances in the 2026-2027 Season

Performance Sponsor — \$1,000

- Logo placement on day of signage and marketing and the festival website and social media promotions
- Recognition as a Contributor for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine
- Concierge Ticketing Service for all Lyric Performances in the 2026-2027 Season

Community Partner — \$500

- Name listed on festival website
- Recognition as a Contributor for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine
- Concierge Ticketing Service for all Lyric Performances in the 2026-2027 Season

Festival Friend - \$250

- Name listed on festival website
- Recognition as a Contributor for the 2025-2026 and 2026-2027 Seasons in The Lyric Magazine