



2026

SPONSORSHIP OPPORTUNITIES

The City of Lilburn has an exciting event lineup planned for 2026 and we would love for you to be involved! There are a wide variety of opportunities for your company name to be exposed to thousands of people and sponsorships to fit every budget.

Contact our Event Coordinator to secure your spot, 770-638-2223.

Fiesta in the Park	Saturday, May 2
Splash Bash	Saturday, May 30
Food Truck Tuesday in the Park	Tuesdays May 12, June 9, July 14, August 11, September 8, and October 13
Rock the Park Concert I	Saturday, June 13
Sparkle in the Park, July 4th Celebration	Saturday, July 4
Glow with the Flow	Saturday, August 1
Rock the Park Concert II	Saturday, September 12
Monsters and Movie on Main	Saturday, October 31
Holiday Lights and Flight Fest	Saturday, November 21
Holiday Parade	Saturday, December 12

Event Descriptions



Fiesta in the Park

Saturday, May 2 • 4:00 p.m. – 7:00 p.m.
Lilburn City Park

Fiesta in the Park is a vibrant, family friendly community celebration bringing the energy and traditions of Cinco de Mayo to Lilburn City Park. This exciting new event will transform the park into a lively fiesta filled with music, movement, and unforgettable entertainment for all ages.



Splash Bash

Saturday, May 30 • 12:00 p.m. – 3:00 p.m.
Lilburn City Park and Splashpad

Splash Bash is a high energy summer favorite at the Splash Pad for kids and families to cool off, play, and make memories. A live DJ keeps the party going by spinning kid-friendly tunes, leading interactive games, and giving away fun prizes throughout the event. Kids of all ages will be dancing and laughing between splash sessions. In addition to Splash Pad fun the Children's Entrepreneur Market will feature young vendors who proudly sell their handmade art, crafts, and baked goods. Splash Bash is the perfect blend of water, fun, music, and youthful creativity!



Food Truck Tuesday in the Park

Every Second Tuesday, May–October • 6:00 p.m. – 9:00 p.m.
Lilburn City Park

Food Truck Tuesday brings the community together the second Tuesday of each month May -October in Lilburn City Park for an evening of great food, live music, and neighborhood fun. Each event can draw up to 500+ attendees, with a rotating lineup of savory and sweet food trucks rolling into the park. Guests enjoy live musical performances on the band shell, creating a relaxed festival style atmosphere that keeps families and friends lingering all evening.

Event Descriptions (cont.)



Rock the Park Series

Date 1, featuring **Who's Bad, The World's #1 Michael; Jackson Tribute**: Saturday, June 13 • 6:30 p.m. – 9:30 p.m.

Lilburn City Park

Date 2, **Artist TBD**: Saturday, September 12 • 6:30 p.m. – 9:30 p.m.

Lilburn City Park

Lilburn's favorite free outdoor concert series offers sponsors the opportunity to reach up to 3,000 guests per event. Food trucks including dinner and dessert options, as well as beer, wine, and Margaritas are also available to purchase at our Rock the Park events.



Sparkle in the Park

Saturday, July 4 • 6:00 p.m. – 10:00 p.m.

Lilburn City Park

Sparkle in the Park is the City of Lilburn's largest annual event, drawing up to 10,000 attendees for an unforgettable Independence Day celebration. In honor of America's 250th birthday, the evening features a free concert in the park, family friendly activities including inflatables, face painters, caricature artist, balloon artist, and a variety of dinner and dessert food trucks. The night concludes with a spectacular fireworks show creating a memorable experience for the entire community.



Glow with the Flow

Saturday, August 1 • 7:30 p.m. – 9:30 p.m.

Splashpad

Glow with the Flow is high-energy summer night at the Lilburn City Park Splashpad, where the lights go down and the glow turns up! Splash and play after dark as the Splashpad comes alive with neon lighting and glow in the dark fun. A DJ will keep the vibe upbeat, while games and prize giveaways add to the excitement.

Event Descriptions (cont.)



Monsters and Movie on Main

Saturday, October 31 • 4:00 p.m. – 8:00 p.m.

Lilburn City Park

Monsters and Movie on Main has become a beloved Halloween tradition that draws families from across Gwinnett County to celebrate in Lilburn! The fun begins on Main Street at 4:00pm with trick or treating at the Old Town businesses then continues down to Lilburn City Park for candy stops, carnival-style games, and festive activities. The evening wraps up with a costume contest, followed by a family friendly Halloween movie on the giant inflatable screen.



Holiday Lights and Flight Fest

Saturday, November 21 • 3:30 p.m. – 6:30 p.m.

Lilburn City Park

Holiday Lights and Flight Fest is one of Lilburn's newest and fastest growing holiday traditions. Launched in 2025 our inaugural event drew close to 7,000 attendees, with continued growth anticipated in the future. The evening features festive performances at the band shell, Santa Selfies, train rides, face painting, kid's craft and other seasonal activities. The celebration concludes with the traditional lighting of our 20ft Christmas Tree, followed by a one of a kind, custom holiday drone show, offering sponsors the opportunity to see their logo illuminated in the night sky for all to see!



Lilburn Holiday Parade

Saturday, December 12 • 10:00 a.m. – 12:00 p.m.

Main Street

One of Lilburn's most beloved holiday traditions, the Holiday Parade brings Main St. to life with festive floats, marching bands, and community cheer. Past years have seen up to 3000 attendees and proudly features local businesses, schools, nonprofits, churches, and residents all celebrating the season together!

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Sponsorship Agreement



Company Name:	Contact Person:
Address:	
Phone:	Email:
Website:	

Please check the desired level of sponsorship and select your events.

PLATINUM SPONSOR

\$7,500.00 • Includes any events of your choice.

Fiesta in the Park, Food Truck Tuesday full series, Splash Bash, June Rock the Park, July 4th Sparkle in the Park, August Rock the Park, Glow with the Flow, Monsters and Movie on Main, Holiday Lights and Flight Fest, Holiday Parade..

- Hyperlinked mention as Platinum Sponsor in event related press releases.
- Logo included in any paid event advertising.
- Link to company's website included on cityoflilburn.com and oldtownlilburnga.com event listing.
- Recognition on city and old town Lilburn social media outlets.
- Individual banner at events, indicating your company as a Platinum Sponsor.
- Logo illuminated in the sky during the drone show at Holiday Lights and Flight Fest.
- Logo included on the giant movie screen at Monsters and Movie on Main.
- Logo included on the official event banner, poster, and flyer.
- Listed as a platinum sponsor on the TV monitors located at Lilburn City Hall/Library lobby.
- 10 x 10 booth space at your choice of city events included in the sponsor package. (upon request)
- Logo displayed on promotional materials distributed to businesses.
- Recognition from stage as a platinum sponsor.
- Opportunity for 1-minute promotional pitch from stage (optional).
- 3 VIP parking spaces at the events.
- 1 VIP table (seating for 8) at both Rock the Park concerts.
- Complimentary corporate parade entry for your company in the 2026 Lilburn Holiday Parade

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Sponsorship Agreement



GOLD SPONSOR

\$6,500.00 • Your choice of 5 of the following events:

Fiesta in the Park, Food Truck Tuesday full series, Splash Bash, June Rock the Park, July 4th Sparkle in the Park, August Rock the Park, Glow with the Flow, Monsters and Movie on Main, Holiday Lights and Flight Fest, Holiday Parade.

- Hyperlinked mention as Gold Sponsor in event related press releases.
- Logo included in paid event advertising.
- Link to company's website included on cityoflilburn.com and oldtownlilburnga.com event listing.
- Recognition on the city and old town social media outlets.
- Individual banner with your company logo at the event.
- Logo included on the official event banner, poster, and flyer.
- Booth space at the 5 events selected (upon request).
- Recognition from stage
- 2 VIP parking spaces at the event.
- 1 VIP table (seating for 8) at our Rock the Park concerts.
- Complimentary corporate parade entry for your company in the 2026 Lilburn Christmas Parade.



SILVER SPONSOR

\$2,500.00 • Your choice of 3 of the following events:

Fiesta in the Park, Food Truck Tuesday full series, Splash Bash, June Rock the Park, July 4th Sparkle in the Park, August Rock the Park, Glow with the Flow, Monsters and Movie on Main, Holiday Lights and Flight Fest, Holiday Parade.

- Link to company's website included on cityoflilburn.com and oldtownlilburnga.com event listing.
- Mentioned as a Silver Sponsor on Social Media post.
- Individual 3 x 5 banner at the event
- Recognition from stage
- Booth space at the events selected. (upon request).
- 1 VIP table (seating for 8) at 1 Rock the Park concert.
- Complimentary corporate parade entry for your company in the 2026 Lilburn Christmas Parade.



BRONZE SPONSOR

\$1,500.00 • Your choice of 2 of the following events:

Fiesta in the Park, Food Truck Tuesday full series, Splash Bash, June Rock the Park, July 4th Sparkle in the Park, August Rock the Park, Glow with the Flow, Monsters and Movie on Main, Holiday Lights and Flight Fest, Holiday Parade.

- Link to company's website included on cityoflilburn.com and oldtownlilburnga.com event listing.
- Mentioned as a Bronze Sponsor on Social Media post.
- Individual 3 x 5 banner at the event
- Recognition from stage
- Booth space at the events selected. (upon request).
- 1 VIP table (seating for 8) at 1 Rock the Park concert.
- Complimentary corporate parade entry for your company in the 2026 Lilburn Christmas Parade.

2026

Sponsorship Agreement



ENTERTAINMENT SPONSOR

\$1,500.00 • Food Truck Tuesday full series (6 events)

\$850.00 • Food Truck Tuesday partial series (3 events)

- Included in print ad for the event.
- Logo included on posters and flyers.
- Individual 3 x 5 banner at the stage during each event. (Company/Organization to provide)
- Booth space at the event to market your business.
- Link to company website listed on the City of Lilburn and Old Town Lilburn website event listing.
- Recognition on Social Media posts.
- Recognized from the stage during the event as the Entertainment Sponsor.

COMMUNITY SPONSOR

\$500.00 • Your choice of 1 of the following events:

Food Truck Tuesday, Splash Bash, Glow with the Flow, Monsters and Movie, Holiday Parade.

- Company/Organization name listed in the event listing on the City of Lilburn and Old Town Lilburn website.
- Individual 3 x 5 banner at the event (Company/Organization to provide)
- Booth space at the 1 event selected.
- Complimentary corporate parade entry for your company in the 2026 Lilburn Christmas Parade.

IN-KIND

In-kind sponsorships are a meaningful way to support our events by providing services or amenities that elevate the guest experience. These contributions might include a kid's craft station, free water station, interactive photo op, dinner donation for bands, or other event enhancing elements. Opportunities are customized and approved based on the unique needs of each event.

To ensure maximum sponsorship benefits please return your sponsorship agreement and payment no later than March 6, 2026. Checks should be made payable to the City of Lilburn and mailed to the attention of the Event Administrator at City of Lilburn, 340 Main Street, Lilburn, Ga. 30047.

Please contact the Event Coordinator with questions regarding events or sponsorship opportunities at **770-638-2223**.

Sponsor Representative

City of Lilburn Event Coordinator

Date

Date