

HISTORIC 
ST. MARY'S CITY

SPONSOR OPPORTUNITIES



HISTORIC ST. MARY'S CITY

 *Maryland* 

FEST

Introduction

Historic St. Mary's City is an outdoor museum of living history and archaeology, a National Historic Landmark, and the site of the first capital of Maryland.

- Engages over 20,000 students, teachers, and chaperones annually through school field trips.
- Provides workshops, events, programs, and lectures catering to all age groups.
- The education department imparts knowledge of traditional craftsmanship and historic skills, including hide tanning, woodworking, and using natural dyes.
- Funding will be allocated to the education and archaeology departments.
- Recognized as a leading authority in archaeology, this site is considered the best-preserved colonial site in the United States.

MarylandFest, Frost Fair, and Vampire Manor are anticipated to attract a combined audience of 3,500 attendees.



www.HSMCdigsHistory.org





MARYLANDFEST

HISTORIC 
ST. MARY'S CITY

Focusing on all things Maryland, MarylandFest will have children's activities and crafts, live music, beer, food, and wine vendors, crab derby, dog parade, and craft vendors. This isn't simply an event. **This is Maryland.** Join us May 2, 2026 for a day to remember!

SPONSORSHIP PACKAGES

■ Platinum

- Title sponsor recognition.
- Premium logo placement on the event website, promotional materials, event signage, and band stage.
- Invitations to two VIP events.
- Social media spotlight highlighting the partnership.
- Complimentary passes to the event.

\$8,000

■ Diamond

- Premium logo placement on the event website, promotional materials, and band stage.
- Invitations to two VIP events.
- Social media spotlight highlighting the partnership.
- Complimentary passes to the event.

\$3,000

■ Gold

- Company logo displayed on the event website and promotional materials..
- Prominent location for tent during event.
- Complimentary passes to the event.

\$1,500

■ Silver

- Company logo displayed on the event website and promotional materials.

\$500

Crab Racing SPONSORSHIPS

BRAND NEW ACTIVITY FOR 2026

Become the official presenting sponsor of MarylandFest's newest and most entertaining competition — the **Crab Derby**. Inspired by the Chesapeake Bay's watermen heritage, this lighthearted race invites festival guests to cheer on their favorite crustacean as it scuttles toward victory. As the presenting sponsor, your business will be front and center during one of the festival's most memorable and shareable moments.

Chesapeake Champion — \$300

- Naming rights: “Crab Derby presented by [Business Name]”
- Logo on derby signage and race track
- On-site recognition by emcee before the race
- Opportunity to help “start” the race or present a trophy to the winner

Put your business in the race! Sponsors can claim their own racing crab and give it a name that will be announced during the competition. Whether it's playful, punny, or proudly branded, your crab will compete for glory in front of cheering MarylandFest guests.

Blue Crab Backer — \$150

- Name one racing crab in the derby (Examples: “Claw & Order,” “The Patuxent Snapper,” “The Bay Runner,” etc.)
- The crab name announced during the race by the emcee, along with sponsor name
- Name listed on the race board or derby program



Mini Golf

SPONSORSHIPS

SPONSOR A MINI GOLF HOLE AT MARYLANDFEST

Help bring a brand-new family attraction to MarylandFest. The MarylandFest Mini Golf Course will debut with three holes in its first year and grow annually until it reaches a full 18-hole course. Each year, the course will be designed, assembled, and reimagined for the festival, giving businesses a fun and visible way to participate.

Featured Hole Sponsors will have their business prominently associated with one of the mini golf holes during the festival.

Old Line Ace Sponsor — \$300

- Business name or logo displayed at one sponsored mini golf hole
- Recognition as the sponsor of that hole during MarylandFest
- Logo included on shared mini golf signage

Support one of MarylandFest's newest family-friendly activities. Supporting Sponsors help make the course possible and will be recognized within the activity area as guests of all ages enjoy a round of golf during the festival.

Tidewater Tee-Off Sponsor — \$150

- Logo included on shared mini golf course sponsor signage
- Recognition on MarylandFest website sponsor listing
- Social media thank-you post



Bundle Packages

Premiere (ONE SPOT ONLY)

- **SPECIAL: Recognition at our grand opening of the new Visitor Center. ONLY available 2026** \$20,000
- Platinum MarylandFest recognition and benefits.
- Vampire Royalty Vampire Manor recognition and benefits.
- Blizzard Frost Fair recognition and benefits.
- Radio advertising name recognition leading up to major events

Elite (Three Spots Maximum)

- Platinum MarylandFest recognition and benefits. \$15,000
- Vampire Royalty Vampire Manor recognition and benefits.
- Blizzard Frost Fair recognition and benefits.
- Name recognition and branding for 4 public programs in 2026
- Radio Advertising name recognition for MarylandFest and Frost Fair

Grand

- MarylandFest Diamond recognition and benefits. \$9,000
- Blood Society Vampire Manor recognition and benefits.
- Flurry Frost Fair recognition and benefits.

Super

- MarylandFest Gold recognition and benefits. \$4,000
- Secret Society Vampire Manor recognition and benefits.
- Snowflake Frost Fair recognition and benefits.

HISTORIC ST. MARY'S CITY EVENTS

SPONSOR BENEFITS

	\$8,000	\$5,000	\$3,000	\$2,500	\$1,500	\$500
Exclusive title sponsor recognition	● ●	●				
Premium logo signage placement	● ●	●	● ●	●		
Invitations to VIP events	2 events ● ●	2 events ●	2 events ● ●	2 events ●		
Social media spotlight	● ●	●	● ●	●		
Complimentary passes	● ●	●	● ●	●	● ●	
Logo on website and all promotional materials	● ●	●	● ●	●	● ● ●	● ●
Prominent location of tent during event	● ●		● ●		● ●	

KEY ● MarylandFest ● Frost Fair ● Vampire Manor

SPONSORSHIP LEVELS

● MarylandFest

Platinum \$8,000
Diamond \$3,000
Gold \$1,500
Silver \$500

● Vampire Manor

Vampire Royalty \$5,000
The Blood Society \$2,500
The Secret Society \$1,500

● Frost Fair

Blizzard \$7,500
Flurry \$3,000
Snowflake \$1,500
Frost \$500

BUNDLE PACKAGES

Premium \$20,000

- **Exclusive** sponsor recognition for Frost Fair, Vampire Manor, and MarylandFest (on all forward facing materials including signage, website, social media, ads, etc.)
- Name recognition at our grand opening of the new Visitor Center. ONLY available 2026

Elite \$15,000

- **Platinum** MarylandFest recognition and benefits.
- **Vampire Royalty** Vampire Manor recognition and benefits.
- **Blizzard** Frost Fair recognition and benefits.

Grand \$9,000

- **Diamond** MarylandFest recognition and benefits.
- **Blood Society** Vampire Manor recognition and benefits.
- **Flurry** Frost Fair recognition and benefits.

Super \$4,000

- **Gold** MarylandFest recognition and benefits.
- **Secret Society** Vampire Manor recognition and benefits.
- **Snowflake** Frost Fair recognition and benefits.

TO SPONSOR, VISIT WWW.HSMCEVENTS.COM OR USE THE QR CODE
QUESTIONS? Contact michael.bellis@maryland.gov





Thank you!

CONTACT

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