



Franklin Parks and Recreation

**Parks
Make
Life
Better!**
.....
Franklin Parks & Recreation

2026 SPONSORSHIP GUIDE

Integrate your business or organization into community events!

Interested in how your organization can get involved in Franklin's largest festivals and events? Learn about sponsorship opportunities with Franklin Parks and Recreation and the impact your company can make in the community.

By supporting Franklin Parks and Recreation's community events and programs, your company will receive measurable results to support your marketing and community partnership goals.

As we continue to grow and expand Parks' offerings, there are more opportunities for corporate partners to be involved and help make our programs and events a success for the Franklin community.

If you have any further questions, please contact Holly Johnston at hjohnston@franklin.in.gov or (317)-346-1198. We look forward to working with you to enhance our events and promote your business!

Social media insights:



Facebook
Franklin Parks & Recreation

- 19,235 followers
- 50,000 average monthly views across Meta professional platform (includes both Facebook and Instagram)



Instagram
[@franklinparksin](https://www.instagram.com/franklinparksin)

- 2,176 followers



TikTok
[@franklinparksin](https://www.tiktok.com/@franklinparksin)

- 1,034 followers
- Average post views: 1,500

2026 CONCERT SERIES

Title Sponsor (\$10,000)– Taken by Festival Country Indiana

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May–December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

Beer & Wine Garden Sponsor (\$7,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May–December
- Company logo on hand fans available at all concerts
- Company banner and feather flag displayed at entrance of Beer & Wine Garden

Gold Sponsor (\$5,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May–December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

52,00

2024 Attendance

63,000

2025 Attendance

425,822

2025 Social Media
Views



2026 CONCERT SERIES

Silver Sponsor (\$2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company logo on hand fans available at all concerts

Booth Sponsor (\$500)

- 10' x 10' booth space at concert (pick 3 event dates) with the opportunity to distribute promotional materials
- Recognition on Franklin Parks & Recreation website



**NEW in
2026**



KICKOFF

Commemorate 5 years of the DriveHubler.com Amphitheater at Youngs Creek Park and kickoff our 2026 Concert Series

Title Sponsor (\$5,000)– Taken by Festival Country Indiana

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases, and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May–December
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts

Gold Sponsor (\$2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May–December
- Company logo on hand fans available at all concerts

Silver Sponsor (\$1,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website

Five year celebration T-shirt sponsor (\$100)

- Company logo displayed on Five Year Celebration T-shirts



2026 EASTER EGG HUNT

MARCH 28TH

479

2024 Attendance

689

2025 Attendance

55,634

2025 Social
Media Views

Title Sponsor (\$750)- Taken by XX

- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company marketing materials or coupons in 50 eggs

Gold Sponsor (\$500)

- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Company marketing materials or coupons in 50 eggs

Candy Sponsor (\$250)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Company marketing materials or coupons in 50 eggs



2026 MOVIE SERIES

2,000

2024 Attendance

5,000

2025 Attendance

145,636

2025 Social
Media Views

Title Sponsor (\$5,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on popcorn bags

Gold Sponsor (\$2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.

Silver Sponsor (\$500)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website



2026 CRUISIN' THE AMP

JUNE 6TH

Title Sponsor (\$4,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo on hand fans available at all concerts
- Company logo on trophies

Gold Sponsor (\$1,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December

Silver Sponsor (\$500)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website

5,400

2024 Attendance

5,000

2025 Attendance

109,661

2025 Social
Media Views



2026 FIRECRACKER FESTIVAL

JULY 3RD

14,900

2024 Attendance

22,300

2025 Attendance

190,057

2025 Social
Media Views

Title Sponsor (\$5,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)

Gold Sponsor (\$2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.

Silver Sponsor (\$1,000)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website



2026 FALL FESTIVAL

SEPTEMBER 26TH

Title Sponsor (\$5,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)

Gold Sponsor (\$2,500)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.

Silver Sponsor (\$1,000)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website

21,000

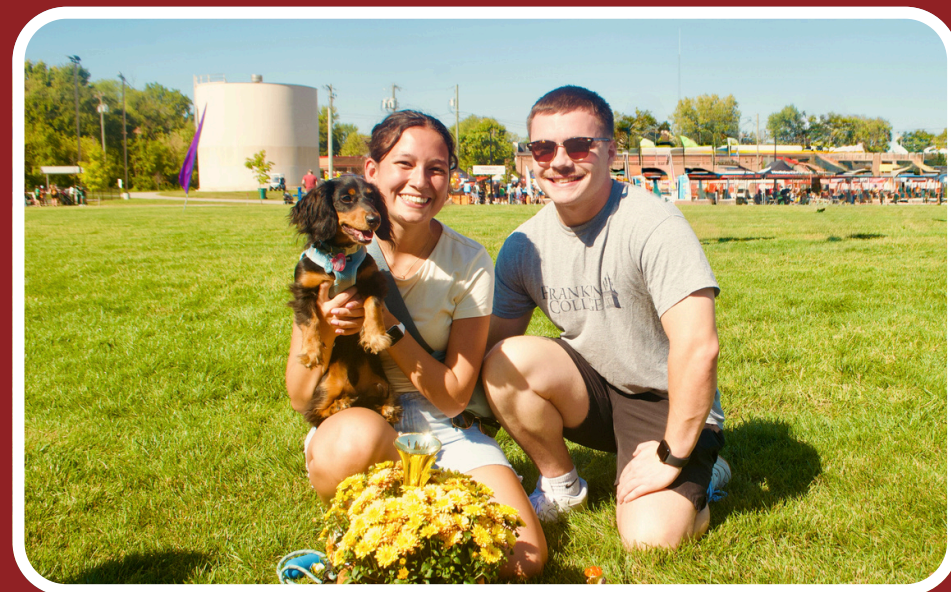
2023 Attendance

23,600

2025 Attendance

188,034

2025 Social
Media Views



2026 HALLOWEENTOWN

OCTOBER 24TH

4,000

2024 Attendance

7,200

2025 Attendance

97,687

2025 Social Media
Views



Title Sponsor (\$4,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- Exclusive recognition as the title sponsor in all print, digital and in-person marketing
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December.
- Company banner displayed at front of stage for event (provided by Franklin Parks & Recreation)
- Company logo displayed on Halloween Hustle 5K shirts

Gold Sponsor (\$2,000)

- Company logo displayed on DriveHubler.com Amphitheater electric sign
- 10' x 10' booth space at event with the opportunity to distribute promotional materials
- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed at DriveHubler.com Amphitheater May-December
- Company logo displayed on Halloween Hustle 5K shirts

Silver Sponsor (\$500)

- Recognition on event social media posts, event poster, press releases and e-newsletters
- Recognition on Franklin Parks & Recreation website
- Company logo displayed on Halloween Hustle 5K shirts

Halloween Hustle 5K Shirt Sponsor (\$100)

- Company logo displayed on Halloween Hustle 5K shirts

2026 FRANKLIN FAMILY AQUATIC CENTER

OPEN MAY 23–AUGUST 23

70,000+

2025 Attendance

525

Souvenir cups
sold in 2025

Funbrella Sponsorship (\$3,000)

- Company logo on 1 funbrella on the pool deck for 3 pool seasons
- Recognition on Franklin Parks & Recreation website
- 20 Day Passes to the Franklin Family Aquatic Center each year of sponsorship

First Aid and Sunscreen Sponsorship (\$500)

- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- Recognition on Franklin Parks & Recreation website
- 10 Day Passes to the Franklin Family Aquatic Center

Family Swim Night Sponsor (\$250)

- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- 10' x 10' booth space at Family Swim Night of your choosing (Options are every Thursday in June and July) with the opportunity to distribute promotional materials
- 10 Day Passes to the Franklin Family Aquatic Center

Souvenir Cup Sponsor (\$1,000)

- Company banner displayed at the Franklin Family Aquatic Center for the pool season (provided by Franklin Parks & Recreation)
- Company logo on souvenir cups and menu boards displayed at Franklin Family Aquatic Center and Scott Park
- 10 Day Passes to the Franklin Family Aquatic Center
- 20 souvenir cups





Campbell Shuck
INSURANCE
CSI of Franklin



COMPASS PARK
INDIANA MASONIC HOME

You could give your people
Culligan Water.



Daniel S. Martin, D.D.S. M.S.D.
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Earl Gray & Sons
Plumbing Service

Festival Country
INDIANA

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A Member of First Insurance Group

FRANKLIN
JEWELERS

GRAHAM BODY SHOP
quality service
for five
Generations
COLLISION SERVICES

HORIZON
BANK

Indiana's Giant
Hubler
Automotive Group

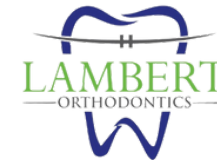
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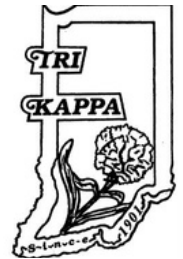


MISS **M's**
HOME & GARDEN
BY Sundown Gardens

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Plumbing
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THANK YOU TO OUR 2025 SPONSORS!