

# 2026 SPONSORSHIPS

In addition to the sponsor levels listed, please let us know if you'd rather customize a sponsorship and we would be more than happy to work with you.




## AUGUST 1-2 , 2026



### Our Mission Statement:

The Moraine State Park Regatta aims to showcase eco-recreational activities for all ages and promote Moraine State Park. Featuring water and land recreational opportunities for all ages, nature-themed experiences and vendors from the local community, the event has something for everyone. Moraine State Park Regatta is a 501c3 Organization.

### Contact Information:

-  Amanda Becker, Event Director
-  [amanda@morainestateparkregatta.org](mailto:amanda@morainestateparkregatta.org)
-  (724) 931-2507



Follow our social media channels and look for updates on our website for new information regarding the 2026 Regatta.



[@morainestateparkregatta](https://www.facebook.com/morainestateparkregatta)



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



[www.morainestateparkregatta.org](http://www.morainestateparkregatta.org)



# 2026 MORaine STATE PARK REGATTA SPONSORSHIPS

	Presenting \$20,000	Live at Lake Arthur \$10,000	Fireworks \$7,500	Dirty Jobs* \$1,000	Friend \$500
<i>Number Available</i>	1	1	1	∞	∞
Included Vendor Space	20' Wide, Complimentary, Preferred Location	20' Wide, Complimentary	10' Wide, Complimenta ry	10' Wide (50% Discount)	
Social Media Shoutouts	10+ (Including Video Opportunity)	8+ (Including Video Opportunity)	5+ (Including Video Opportunity)	1+	
Logo Included in Email Newsletter	7+	6+	5+	1+	
Signage on Site	At all hospitality tents + other potential premier locations	Premier location	At stage	Included on banner	
Logo on Volunteer T-Shirt	X	X	X	X	
Logo on Race T-Shirt	X	X	X	X	X
Clickable logo on Regatta Website	X	X	X	X	X
Opportunity to Volunteer at the Event	X	X	X	X	X
Opportunity to Speak from Stage	X	X	X		
Invitation to Preston's Pearl Post-Event Appreciation Cruise	X	X	X		
Included in Paid Media	X	X	X		
Opportunity to do a Creative Activation on Site and/or Provide Swag to Attendees	X	X	X		
Email Release Announcing Partnership	X	X	X		

\*There are many jobs to do with an event of this magnitude. We appreciate your acknowledgment of all the dirty jobs like insurance, waste management, portable toilets, and more, that are needed to maintain and manage the Regatta.



# 2026 MORaine STATE PARK REGATTA SIGNATURE SPONSORSHIPS

	<b>SOLD OUT</b> 5k \$5000	<b>SOLD OUT</b> Water Recreation \$5000	<b>SOLD OUT</b> Lake Arthur Lily Pad \$5000	Symphony Concert \$5000
<i>Number Available</i>	1	1	1	1 <b>NEW</b>
Included Vendor Space	10' Wide, Complimentary	10' Wide, Complimentary	10' Wide, Complimentary	10' Wide, Complimentary
Social Media Shoutouts	3+ (Including Video Opportunity)	3+ (Including Video Opportunity)	3+ (Including Video Opportunity)	3+ (Including Video Opportunity)
Logo Included in Email Newsletter	3+	3+	3+	3+
Included in Paid Media	X	X	X	X
Signage on Site	Logo on banner at start or finish line	x	Logo on the kids' tent	Logo on concert signage
Logo on Volunteer T-Shirt	X	X	X	X
Logo on Race T-Shirt	x	X	X	X
Clickable Logo on Regatta Website	X	X	X	X
Opportunity to Volunteer at the Event	X	X	X	X
Invitation to Preston's Pearl Post-Event Appreciation Cruise	X	X	X	X
Signature Event Specific Benefits	Opportunity to speak to race participants before the race start	Logo on recreation wristband	Opportunity to host a kids' activity	Opportunity to introduce the symphony on stage



# 2026 MORaine STATE PARK REGATTA EXCLUSIVE SPONSORSHIPS

*All sponsorships below include clickable logo on Regatta website.*

## **Volunteer Sponsor \$3,000**

- Logo on Signage in Volunteer Tent
- Logo Included in Email Newsletter
- 2+ Social Media Shoutouts
- Logo on 5k Race + Volunteer T-Shirt
- Opportunity to Volunteer on Site
- Opportunity to Provide Swag or Hospitality to Volunteers



## **Car Cruise Sponsor \$3,000**

- Logo on Banner at Car Cruise
- Logo on Dash Plaque
- 2+ Social Media Shoutouts
- Logo on 5k Race + Volunteer T-Shirt
- Opportunity to Volunteer on Site

## **Young Families Tent Sponsor \$4000**

- Logo on Signage at this Tent
- Logo Included in Email Newsletter
- 2+ Social Media Shoutouts
- Logo on 5k Race + Volunteer T-Shirt
- Opportunity to Provide Swag to Young Families



## **Cart Sponsor \$2,000**

- Logo on Staff Cart(s) at the Event
- 1+ Social Media Shoutouts
- Logo on 5k Race + Volunteer T-Shirt
- Opportunity to Volunteer on Site

## **Vendor Marketplace Sponsor \$2000**

- (1) 10' Vendor Space with Daytime Electric Access for Two Full Days (Bring your own tent. Includes an 8' table and 2 chairs.)
- Clickable Link on Vendor Page of Website
- Opportunity to Provide a Kids or Nature Themed Activation on Site



@morainestateparkregatta  
morainestateparkregatta.org

# MORaine STATE PARK REGATTA 2025 POST EVENT REPORT



## 2025 HIGHLIGHT REEL

A free, family-friendly event that promotes eco-recreational activities and highlights the natural beauty of Moraine State Park. Featuring outdoor recreation, nature-focused experiences and local vendors, the Moraine State Park Regatta offers something for everyone.

*FOUNDED IN 1998 AND FORMERLY KNOWN AS REGATTA AT LAKE ARTHUR, MORaine STATE PARK REGATTA IS A 501(C)(3) NONPROFIT ORGANIZATION.*

# LAND & WATER RECREATION



YOGA



KAYAKING



SUP



SAILING



HIKING



BODYWEIGHT  
FITNESS



ARCHERY



SUP WITH  
YOUR PUP



FLY FISHING



DISC GOLF



CANOEING



ROCK  
CLIMBING



TAEKWONDO



1900+  
PARTICIPANTS



12 PARTNER  
ORGANIZATIONS



1-85 AGE  
DEMOGRAPHIC

## RECREATION

The Regatta aims to encourage outdoor recreation by providing free land and water activities led by expert instructors and outfitters. Equipment is provided, and attendees register for free on-site by signing a required waiver.

# PADDLESPORT RACE

14 PARTICIPANTS

SUP, KAYAK, CANOE

THE MORAINÉ REGATTA PADDLESPORT RACE STARTED AND ENDED ON THE LAKEFRONT NEAR THE PLEASANT VALLEY BEACH, WHERE PARTICIPANTS WENT AROUND NUMEROUS BUOYS IN THE COVE.



# 5K TRAIL RUN/WALK



101  
REGISTRANTS

6-75  
AGE DEMOGRAPHIC

THE MORAINÉ REGATTA 5K FEATURED THE SUNKEN GARDEN TRAIL, WHICH PROVED TO BE A DIFFICULT COURSE WITH BEAUTIFUL VIEWS OF THE LAKE.

*IT WAS CLEAN, WELL ATTENDED AND THE WEATHER HELPED BECAUSE IT WAS GORGEOUS! THE VOLUNTEERS WERE PHENOMENAL TOO!*

# RACES

# ENTERTAINMENT



185  
CARS

## CAR CRUISE

SATURDAY + SUNDAY

PARTICIPANTS RECEIVED  
COMMEMORATIVE DASH PLAQUES.



## LIVE AT LAKE ARTHUR

SATURDAY + SUNDAY

THIS YEAR'S STAGE FEATURED GENRES  
INCLUDING BLUES, COUNTRY, CLASSIC  
ROCK, ACOUSTIC, OLDIES AND MORE!



9  
LOCAL  
MUSICIANS



## BUTTERFLY RELEASE

SUNDAY AFTERNOON



350  
BUTTERFLIES  
RELEASED



- SEED PLANTING
- NATIVE WILDLIFE
- SAND ART
- KIDS FISHING
- ENVIRONMENTAL EDUCATION



13 PARTNER ORGANIZATIONS

*I LOVED ALL OF THE FREE EVENTS FOR MY LITTLES. THIS MADE A FUN FILLED DAY THAT WAS NICE. HONESTLY THOUGHT EVERYTHING WAS PERFECT!*

## LAKE ARTHUR LILY PAD

Perfect for children 10 years old and younger, the Lily Pad presents free activities to learn about all things outdoors through games, displays and hands-on activities. One of the most popular attractions every year is the Free Kids Fishing with provided bait and equipment.

# SPONSORS

This free event could not have been possible without all of our generous sponsors. Thank you 2025 sponsors!

This event is sponsored by:

**ARMSTRONG**<sup>®</sup>

EXPERIENCE

*Butler County*  
PENNSYLVANIA

**CLIFFS**

**OLIVER  
OUTDOOR**  
We Are *The* Billboard People!

EARLY LEARNING  
CONNECTIONS



**EAS**  
**Roofing**  
The G.O.A.T. in Roofing!

 **Central Electric  
Cooperative**  
A Touchstone Energy<sup>®</sup>  
Cooperative 

 **Rose Point Park  
Cabins & Camping**  
Est 1970

**ALLEGHENY  
MINERAL**  
A SNYDER COMPANY

  
*nhm*

**NexTier**  
**Bank**

**MORaine**  
PRESERVATION FUND

ALL GOOD THINGS  
NON-PROFIT  
**THRIFT  
SHOPPE**

**PENNSYLVANIA  
LOTTERY**

Benefits Older Pennsylvanians.  
Every Day.

**ALLGREEN**  
OUTDOOR LIVING

 **DYNAMO  
FREIGHT**

**MiSource**<sup>®</sup>

**BEAR RUN**  
PORTERSVILLE, PA.  
CAMPGROUND

**BLACKBIRD** INDUSTRIES INC.

3MJC | INDEPENDENCE HEALTH SYSTEM | FIRST NATIONAL BANK  
I.E. INSURANCE | THOROUGHbred CONSTRUCTION

# VENDORS

The Vendor Marketplace featured food & community vendors. From lemonade to ice cream, barbecue to tacos, there's something for everyone. Nonprofit and community based vendors rounded out the event.



27  
COMMUNITY  
VENDORS



13 FOOD  
VENDORS



“

AS A FOOD VENDOR, [I LIKED] THE ATTENDANCE BUT I HAVE TO THINK IT HAS MASS APPEAL BECAUSE IT IS FREE (INCLUDING PARKING) WHICH IS A BIG DEAL FOR FAMILIES WHEN EVERYTHING IS SO EXPENSIVE AND THERE ARE A LOT OF ACTIVITIES OR THINGS TO TRY AND TO DO. IT KEEPS PEOPLE ON-SITE BECAUSE OF THE MANY OPTIONS.

”

# VOLUNTEERS & SAFETY

Whether it comes to pointing out parking options, answering attendee questions, providing first aid, etc., our volunteers and safety partners are an invaluable part of the Regatta.



34

VOLUNTEERS



600+

COMBINED  
VOLUNTEER HOURS



6

SAFETY PARTNER  
ORGANIZATIONS ON-SITE



SMOKEY THE BEAR, SAMMY THE OTTER, AND SMILEY THE COOKIE ALL MADE APPEARANCES!

## BOARD OF DIRECTORS



A special thank you to the Moraine State Park Regatta Board of Directors. All of our board members are volunteers and dedicate their time year-round to make sure that the event runs smoothly. Moraine State Park Regatta is a 501c3 charitable organization.

# SOCIAL MEDIA



325K

REACH

606K

VIEWS

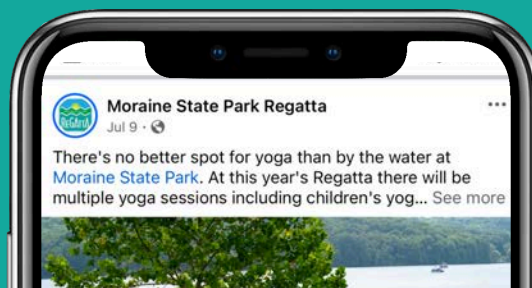
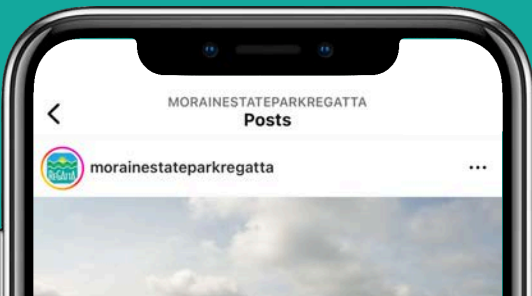
Paid social media and digital display ads generated an additional 728,000 impressions. These ads targeted individuals outside of a 50-mile radius of Butler County.



1.6K  
FOLLOWERS



6.5K  
FOLLOWERS



# MARKETING

In addition to social media, the Moraine State Park Regatta employs marketing strategies through email campaigns, website traffic and advertising partners.



## WEBSITE

10,000+ WEBSITE VISITS  
6,000+ ORGANIC SEARCHES

Our website provides updated information about land and water recreation, kid's activities and signature events. Additionally, the website answers FAQs, highlights sponsors and vendors, and provides online sign-ups for races and volunteers.

The numbers above reflect the month leading up to the event.

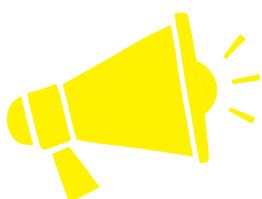
## EMAIL

1900+ EMAIL CONTACTS  
43.6% AVERAGE OPEN RATE



Newsletter emails are sent to subscribers on a regular basis with highlights and reminders of the Regatta.

The numbers above reflect the month leading up to the event.



## ADVERTISING

- Butler Eagle newspaper
- North Hills Monthly magazine
- Oliver Outdoor digital billboards
- Digital Ads- social media, display, and video

# PRESS COVERAGE

The Moraine State Park Regatta was featured in 5+ different publications this year.

Butler Eagle

NEXT  
pittsburgh

Butler Buzz  
Tricia Pritchard

The ROCK STATION  
97.7

www.EllwoodCity.com

KIDSBURGH™

KIDSBURGH™

## August 2025 fun guide: 18 events to send...

“An easy drive north out of the city, Moraine State Park is lined with hiking trails, boat launches and beaches. For two days, the park welcomes guests up for food, fun and family memories. There will be a climbing wall, a 5K run, outdoor educational experiences with park rangers and more.”



Butler Eagle

## Moraine Regatta Attracts Thousands to State Park

“The regatta was an opportunity for youngsters to be introduced to various outdoor activities, including sailing with the Moraine Sailing Club, archery with the Department of Conservation and Natural Resources, and fishing.”



## 2025 Moraine State Park Regatta

Trisha Pritchard

🕒 July 15, 2025

Butler Buzz  
Tricia Pritchard



**Amanda Becker**  
Moraine State Park Regatta

# “WHAT DID YOU LIKE ABOUT THE 2025 REGATTA?”

- “I loved the entire atmosphere- to have such great natural views while listening to live music and being able to teach kids and families about nature was quite a treat.”
- “It was so nice watching all of the water events, and watching the boats come in from the lake. There was a great selection of food vendors!”
- “We loved being able to take our 3 kids (6 and under) on their first canoe ride to see how they’d like it (and to see if our newly turned 2 year old would do without having to pay a hefty price if it turned out bad for her)! We all loved it and plan to go canoeing now!”
- “The kids activities, in particular the fishing. We also really enjoyed trying archery. I liked the multiple food options too. There were a lot of really nice parts of this event.”

## ECONOMIC IMPACT

The Moraine State Park Regatta, held annually in Butler County, draws visitors from in and out of the region. The Regatta's economic contribution accounts for visitors' estimated spending on lodging, dining, shopping, gas and event-related activities during the weekend, then applies a local economic multiplier to account for the ripple effect of that spending throughout the community.



20,718  
ATTENDEES



1.3+  
MILLION