

2026



SPONSORSHIP PROGRAM

jupiter.fl.us/Sponsorship

BE UNIQUELY JUPITER WITH US!

There are a number of things that make Jupiter a unique place to live, work and play. With roughly 235 days of sunshine per year, Jupiter residents love to soak up the sun at the Town's beaches, parks and many outdoor events!

Common Sponsorship Questions

How do I sign up and how does payment work?

Sign up for a sponsorship by filling out the sponsorship agreement online at jupiter.fl.us/Sponsorship. After the agreement is completed, the sponsorship coordinator will send you a payment link within seven business days. Please note that registration for all Town of Jupiter events is only available through the Town of Jupiter's website.

Do you offer exclusivity?

For certain events, the Town offers a limited number of top sponsorships. This is on a first-come, first-served basis. The Town gives preference to Jupiter businesses for all of its sponsorships, but it does not offer exclusivity to a sponsor.

Can I pay for the sponsorship with in-kind goods?

The Town accepts in-kind sponsorships dollar-for-dollar. In-kind sponsorships are only accepted if the in-kind item is needed for the event and helps to offset the event's cost.

Can any business be a sponsor?

Organizations with business coming before the Town Council or any Town board or committee within 12 months of signing the sponsorship agreement are not eligible to be a Town sponsor.

What does a standard table include?

The Town provides a 10x10 space per sponsor as well as a 6-foot table and two chairs. If you need anything in addition or would like to bring anything that would require extra space, you will need to reach out to the sponsorship coordinator for approval.

Can you share a sponsorship with another business?

No, each business must purchase its own sponsorship. You may request to be next to another business at an event.

Event Rules

- Balloons are not allowed at any event.
- A sponsor must provide the Town with a Certificate of Insurance to have food at an event.
- The Town is working toward reducing single-use plastics. Its PURE campaign supports that goal. The Town asks that sponsors not bring plastic water bottles and minimize the use of other single-use plastics at events.
- Sponsors need to arrive at their assigned time to ensure they will receive placement and be able to drop off materials. Day-of-event details will be sent to sponsors the week of the event.
- The event coordinator has final approval on the location of sponsors at events.

You can find the complete sponsorship policy online at jupiter.fl.us/Sponsorship. All sponsor benefits named in this book are provided at the discretion of the Town and may be subject to proper timing and availability. If you have any questions, contact the Sponsorship Coordinator at **561-741-2365**.

BEACON PARTNER • \$5,000

As a Beacon Partner, your business receives optimum marketing opportunities across all target audiences at our most popular, most-attended events.



Jupiter Jubilee

Saturday, February 7, 2026
5,000 attendees



Touch-a-Truck

March 2026
3,000 attendees



Halloween Spooktacular

October 2026
1,000 attendees



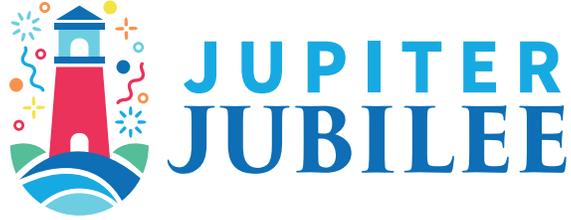
There's Snow Place Like Jupiter

December 2026
5,000 attendees

Please note if an event is cancelled due to weather, the Town will make every effort to add another event to the Beacon Partnership schedule; however, this cannot be guaranteed.

BEACON PARTNER BENEFITS

Standard table at each event listed above	X
Logo included in event email marketing campaigns for each event (<i>distributed to approximately 28K</i>)	X
Recognized in a post-event social media post for each event	X
Logo included in a Town Times quarterly newsletter (<i>distributed to approximately 35K 4x/year</i>)	X
Hyperlinked logo on sponsorship webpage	X
Hyperlinked logo on each event webpage	X
Logo included on promotional outdoor signage for each event	X
Logo on marketing collateral for each event (<i>posters, flyers</i>)	X
Business name and appreciation announced during DJ announcements at each event	X
Logo included on the Turtle Trot t-shirt (<i>provide high quality logo by March 2</i>)	X



JUPITER JUBILEE

Attendance
5,000



Saturday, February 7



Municipal Campus

Be part of Jupiter's biggest hometown celebration of the year! Don't miss this celebration which will be held at Jupiter's Municipal Campus, 210 Military Trail. The event will have it all - food, live music, kid activities, a civic fair and more.



The following sponsorship levels and benefits are available for those who sponsor the annual Jupiter Jubilee.

	Kid Zone & Stage* Sponsors \$3,000	Presenting Sponsor \$2,500	Sustaining Sponsor \$1,000	Supporting Sponsor \$750
Prime table location in Kid Zone or by Stage	X			
Logo included in an edition of Town Times quarterly newsletter (<i>distributed to approximately 35K</i>)	X	X		
Logo included on promotional outdoor signage	X	X		
Logo included on a banner at event	X	X		
Logo included in event email marketing campaigns	X	X	X	
Recognized in a post-event social media post	X	X		
Hyperlinked logo on event webpage	X	X	X	X
Logo on marketing collateral (<i>posters, flyers</i>)	X	X	X	
Logo on combined banner or signage at event	X	X	X	
Business name and appreciation announced during DJ announcements	X	X	X	X
Table at event	X	X	X	X

* There are **four** Kid Zone Sponsorships and **one** Stage Sponsorship available.

SIGNATURE SPONSOR

Cost
\$5,000

Businesses have the opportunity to showcase their brand at this community celebration. As Signature Sponsor, a business will receive exclusive benefits. This includes prominent signage at the event's signature entertainment feature, along with all the perks of the Kid Zone and Stage Sponsor levels.

There are only two Signature Sponsor spots available. This is a chance for businesses to stand out and make a lasting impact in the vibrant community.



THERE'S SNOW PLACE LIKE JUPITER

Attendance
5,000



December 2026



Abacoa Community Park

Break out the mittens and coats and come play in REAL SNOW at the Town's There's Snow Place Like Jupiter event. This free, family-friendly event at Abacoa Community Park also features a food vendors, live music and character meet and greets.



The following sponsorship levels and benefits are available for those who sponsor There's Snow Place Like Jupiter.

	Winter Village Sponsor \$3,500	Presenting Sponsor \$2,500	Sustaining Sponsor \$1,000	Supporting Sponsor \$750
Logo included on all winter village signage and promotion	X			
Logo included in one edition of Town Times quarterly newsletter (<i>distributed to approximately 35K</i>)	X	X		
Logo included on promotional outdoor signage	X	X		
Banner or signage at event	X	X		
Logo included in event email marketing campaigns	X	X	X	
Recognized in a post-event social media post	X	X		
Hyperlinked logo on event webpage	X	X	X	X
Logo on marketing collateral (<i>posters, flyers</i>)	X	X	X	
Logo on combined banner or signage at event	X	X	X	
Business name and appreciation announced during DJ announcements	X	X	X	X
Table at event	X	X	X	X

TOUCH-A-TRUCK

Attendance
3,000

 March

 Jupiter Community Park

Touch-a-Truck lets kids climb into the driver's seat! From first responder vehicles, ambulances, and fire trucks to farming and construction equipment, kids will have the chance to explore an amazing variety of trucks and vehicles up close.



The following sponsorship levels and benefits are available for those who sponsor Touch-a-Truck.

	Presenting Sponsor* \$1,500	Sustaining Sponsor \$750	Supporting Sponsor \$500
Logo included in one edition of Town Times quarterly newsletter (<i>distributed to approximately 35K</i>)	X		
Logo/name included on promotional outdoor signage	X		
Logo included in event email marketing campaigns	X		
Recognized in a post-event social media post for each event	X		
Hyperlinked logo on event webpage	X	X	X
Logo on marketing collateral (<i>posters, flyers</i>)	X	X	
Logo on combined banner or signage at event	X	X	
Business name and appreciation announced during DJ announcements	X	X	X
Standard table at event	X	X	X

* There is **one** Presenting Sponsorship available for this event.

TURTLE TROT

Attendance
1,000



Saturday, May 2



Ocean Cay Park

The annual Turtle Trot 5K is one of the most popular races in northern Palm Beach County. Turtle Trot features the classic 5K race, a Kids Fun Run and post-race celebration at Ocean Cay Park for winners and participants.



The following sponsorship levels and benefits are available for those who sponsor the annual Turtle Trot 5K.

	Presenting Sponsor \$750 <i>(3 available)</i>	Sustaining Sponsor \$500 <i>(6 available)</i>	Supporting Sponsor \$250
Logo included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Logo on marketing collateral (<i>posters, flyers</i>)	X		
Recognized in a post-event social media post	X		
Logo on event t-shirt (<i>provide high quality logo by March 2</i>)	X		
Logo on combined banner or signage at event	X	X	
Table at event	X	X	X
Business name and appreciation announced during DJ announcements	X	X	
Two free entries into the race (<i>while available</i>)	X		
Hyperlinked business name on event webpage		X	X

HALLOWEEN SPOOKTACULAR

Attendance
1,500

 October

 Jupiter Community Center

Get ready for a spooky good time with the Town’s Halloween Spooktacular. This family friendly event features trick-or-treating, bounce houses, games and activities for kids of all ages.



	Presenting Sponsor \$750	Sustaining Sponsor \$500	Supporting Sponsor \$250
Logo included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Logo on marketing collateral (<i>posters, flyers</i>)	X		
Recognized in a post-event social media post	X		
Logo on combined banner or signage at event	X		
Activity table at event	X	X	X
Business name on combined banner or signage at event		X	
Business name on marketing collateral (<i>posters, flyers</i>)		X	
Hyperlinked business name on event webpage		X	

FAMILY MOVIE NIGHT SERIES

Attendance
250-500



January to March



Abacoa Community Park

This free, outdoor movie series is held on the Abacoa Community Park fields and is the perfect family night out! This event is a great way to get your business out in front of Jupiter families. One sponsorship includes all three movie nights.

	Presenting Sponsor \$750	Sustaining Sponsor \$500
One-minute commercial promoting business played before the movie (<i>This commercial must be provided by the sponsor</i>)	X	
Logo included in event email marketing campaigns	X	
Hyperlinked logo on event webpage	X	
Logo on marketing collateral (<i>posters, flyers</i>)	X	
Designated appreciation in post-event social media post	X	
Logo on combined banner or signage at event	X	
Activity table at event	X	X
Business name on combined banner or signage at event		X
Business name on marketing collateral (<i>posters, flyers</i>)		X
Hyperlinked business name on event webpage		X

HAY JUPITER

Attendance
1,500

 Spring 2026

 Plaza Down Under on the Riverwalk

Hay Jupiter is a country music festival held at the Plaza Down Under on the Riverwalk. This unique event features live country acts, line dancing, 18+ axe throwing and more. It's a great opportunity for sponsors to connect with an engaged adult audience in a lively, fun-filled setting.



The following sponsorship levels and benefits are available for those who sponsor Hay Jupiter.

	Presenting Sponsor* \$750	Sustaining Sponsor \$500	Supporting Sponsor \$250
Logo/name included on promotional outdoor signage	X		
Banner or signage at event	X		
Logo included in event email marketing campaigns	X		
Recognized in a post-event social media post	X		
Hyperlinked logo on event webpage	X	X	X
Logo on marketing collateral (<i>posters, flyers</i>)	X	X	
Logo on combined banner or signage at event	X	X	
Business name and appreciation announced during DJ announcements	X	X	X
Standard table at event	X	X	X

HARBOURFEST

Attendance
3,000



October 2026



Plaza Down Under on the Riverwalk

This event is hosted by the North Palm Beach Chamber of Commerce, with the Town of Jupiter as a partner. This two-day music festival brings local flavor to a coastal celebration, featuring food vendors, live music and more. Learn more at www.jupiterharbourfest.org.

Sponsorship opportunities are managed through the North Palm Beach Chamber of Commerce and range from \$1,000 to \$10,000, including title sponsorship as well as Music and Foodie Supporter options. To discuss opportunities or create a custom package to meet your business needs, email brittany@pbnchamber.com or call 561-748-3952.



JUPITER
HARBOURFEST

Skate Park events are a great way to reach an active group of Jupiter families and kids!

JUPITER SCOOTER CONTEST

Attendance
150



Grab your scooter and show off your best tricks at this competition. This event is sure to be a day of fun for all.

JUPITER SKATEBOARD COMPETITION

Attendance
150



You won't want to miss this annual skate competition! Bowl skaters from the area come out to show off their bowl skills and compete for prizes.

JUPITER BMX JAM

Attendance
150



This gravity-defying event is not for the faint of heart. Freestyle BMX riding has played a huge role in building the BMX sport and is relevant today more than ever.

HALLOWEEN SKATE & SCOOTER CONTEST

Attendance
150



This Halloween-themed skate contest is a fun event where skaters and scooters compete in costumes! This is a great opportunity to get in front of local skaters and scooters.

The following sponsorship levels and benefits are available for those who sponsor one of our Skate Park events.

	Presenting Sponsor \$500	Sustaining Sponsor \$300	Supporting Sponsor \$200
Logo on t-shirt <i>(when applicable)</i>	X		
Logo included in event email marketing campaigns	X		
Hyperlinked logo on event webpage	X		
Logo on marketing collateral <i>(posters, flyers)</i>	X	X	
Logo on combined banner or signage at event	X		
Business name included in event email marketing campaigns		X	
Standard table at event	X	X	X
Hyperlinked business name on event webpage		X	X
Business name on marketing collateral <i>(posters, flyers)</i>			X

SKATE PARK EVENT BUNDLE Attendance 600



April, August and October



\$1,200



Jupiter Skate Center

This sponsorship is for a Sustaining Sponsor level for Jupiter Scooter Contest, Bowl-B-Que, Jupiter BMX Jam, Halloween Skate and Scooter Contest. Sponsors will receive all the benefits of the sustaining level for all four events at the skate park.



BANNER PROGRAM

Cost
\$550

Market your business every day of the year with an annual banner space at Jupiter's popular Skate Park.

Annual reach of more than **10,000** people.

Banner design and types:

- Banners are 60-inches wide by 40-inches tall.
- Banners will be designed and printed by the Town of Jupiter with sponsor input.
- Banner will be printed on one side and made of vinyl.
- Banners will include full color logos and text (the sponsor will provide its logo in a high-resolution digital form).

Banner location:

- The banners will be placed along the main fence within the Skate Park located in Abacoa Community Park, 1501 W. Frederick Small Road.

Conditions:

- Sponsored banners will remain installed for one year from the day of installation.
- The Town of Jupiter is not liable for any damage or loss to the sponsored banner due to vandalism, theft or extreme weather. If a banner needs to be replaced more than twice, the Town of Jupiter will coordinate the replacement of missing or damaged signs should the sponsor choose to pay a \$100/sign replacement fee.
- The Town reserves the right to temporarily remove a banner due to extreme weather.
- Location of the banner within the skate park is at the discretion of the Town.



FAMILY AUTISM DAY

Attendance
700

 April

 Carlin Park West

This community event is designed to support individuals on the autism spectrum, along with their families and friends. Attendees will have access to a wide range of local resources and services, while also enjoying opportunities to connect with first responders and others in the autism community.

	Signature Sponsor*** \$8,000	Presenting Sponsor* \$1,500	Sustaining Sponsor \$750	Supporting Sponsor \$250
Activity table at event	X	X		
Logo/name included on promotional outdoor signage**	X			
Two banners featuring business logo prominently displayed	X			
Recognized in a post-event social media post	X	X		
Hyperlinked logo on event webpage	X	X	X	
Logo on marketing collateral (<i>posters, flyers</i>)**	X	X		
Logo on combined banner or signage at event	X	X	X	X

*There are **ten** Presenting Sponsorships available for this event.

** Must sign up for sponsorship before marketing collateral is printed to receive these benefits.

*** There is **one** Signature Sponsorships available for this event.



The following sponsorship levels and benefits are available for those who sponsor event volunteers for one year.

SPONSOR EVENT VOLUNTEERS

The Town of Jupiter relies on volunteers to bring its community events to life throughout the year. With this sponsorship, your logo will be prominently featured on the back of the official volunteer shirts giving your business year-round visibility at all major Town events.

This partnership not only extends your brand presence across the community, but also demonstrates your commitment to public service and support for inclusive programming in Jupiter.

Important Deadline: To be included on the 2026 volunteer shirts, sponsorship must be confirmed by **Wednesday, January 7.**

	Presenting Sponsor \$500 <i>(2 available)</i>	Sustaining Sponsor \$250 <i>(3 available)</i>
Logo on volunteer t-shirts	X	
Name on check-in signage	X	
Business name on volunteer t-shirts		X

Support a community initiative that inspires young minds through art and environmental awareness!

DROP SAVERS

 Spring 2026

The Drop Savers Poster Contest invites local students to showcase their creativity by designing posters that promote water conservation. Students from kindergarten through high school participate, sharing bold ideas through colorful designs that inspire the community.

Sponsorships support the event by funding prize packages for up to 15 winners, including gift certificates, items, or coupons from local businesses, as well as covering event supplies. First, second, and third place winners are selected in each division, giving sponsors an opportunity to be recognized for supporting education, conservation, and community engagement.

	Sustaining Sponsor \$500	Supporting Sponsor \$250	Advocate Sponsor Up to \$249*
Hyperlinked logo on event webpage	X		
Logo on award presentation	X		
Opportunity to provide 15 promotional items to be given to contest winners	X	X	X
Recognized at the award ceremony at Town Hall	X	X	X
Recognized in a post-event social media post	X		
Business name or logo included at the gallery display	X	X	
Business name on event webpage		X	X

* The Town is specially looking for in-kind prize bag items for the 15 winners of the contest. It could be a gift card, a coupon or a small item.



**Thank You for considering the Town of Jupiter
Sponsorship Program for your marketing needs.**

If you didn't find what you were looking for, please don't hesitate to contact the Sponsorship Coordinator by calling **561-741-2365**. The Town of Jupiter offers a number of programs and events, not all of which can be captured here. We'll do our best to help you focus your promotional efforts on your ideal audience within your marketing budget.