

MID-AUTUMN Festival

2026 EVENT DATE

**September
25**

PROJECTED
ATTENDANCE

16,000

Celebrate the sixth annual Mid-Autumn Festival at the Great Park an evening of culture, community, and connection — and one of the City's fastest growing events.

This multi-generational event offers sponsors a high-visibility platform to engage directly with attendees while supporting a meaningful community experience.

Sponsors have the opportunity to showcase their brand, build loyalty, and create lasting engagement with guests. This event provides a memorable way to connect with the community and align with Irvine's commitment to cultural celebration.

For more information, visit cityofirvine.org/midautumn.

EVENT MEDIA



Videos:

[youtube.com/ictv30](https://www.youtube.com/ictv30)

Photos:

[flickr.com/infoirvine](https://www.flickr.com/infoirvine)

Follow Us:

[@cityofirvine](https://twitter.com/cityofirvine)

MID-AUTUMN FESTIVAL
PROMOTES:

**Honoring
Family**

**Cultural
Heritage**

**Shared
Gratitude**



Apply at cityofirvine.org/midautumn



	PRESENTING SPONSOR	COMMUNITY SPONSOR	SUPPORTING SPONSOR	CULINARY DEMONSTRATION SPONSOR	ACTIVITY SPONSOR
	\$15,000 <i>(One opportunity)</i>	\$7,500	\$5,000	\$2,000 <i>(One opportunity)</i>	\$2,000 <i>(One opportunity each game)</i>
	<ul style="list-style-type: none"> • Footprint up to 10'x20' • Prominent Location 	<ul style="list-style-type: none"> • Footprint up to 10'x20' • Prominent Location 	<ul style="list-style-type: none"> • Footprint up to 10'x20' • Prominent Location 	<ul style="list-style-type: none"> • 10'x10' booth • Speaking opportunity in sponsored area 	<ul style="list-style-type: none"> • 10'x10' booth • Choice of sponsoring Mooncake Walk or Night Market Games
Booth with sponsor name					
Event website advertising	Large logo + link	Medium logo + link	Medium logo + link	Small logo + link	Small logo + link
Reserved parking	5	4	2	1	1
Sponsor acknowledgment on event signage*	●	●	●	●	●
Sponsor acknowledgment in Welcome Remarks	●	●	●	●	●
Sponsor acknowledgement on stage schedule	●	●	●		
Social media 538,617 Impressions + 42,116 Interactions in 2025	●	●	●		
Sponsor logo on event advertisement at Great Park Live Digital Screen	● <i>Main Stage & Entrance Screen</i>	● <i>Main Stage & Entrance Screen</i>	● <i>Entrance Screen</i>		
Sponsor acknowledgment in sponsored area				●	●
Stage naming opportunity	●				
Onstage sponsor speaking opportunity and introduction by Mayor/City Councilmember at Welcome Ceremony	●				
Recognition on City-issued press release	●				
Individual company signage placed at entrances <i>(Locations, quantity, and content to be pre-approved by the City)</i>	●				
On-site interview for inclusion in ICTV video posting on City website and YouTube channel	●				



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Application Deadline: July 27, 2026

EXHIBITOR OPPORTUNITIES
Please contact specialevents@cityofirvine.org.

Applications are due by July 27, 2026, and may close earlier if sponsorship level is full. Submitted applications do not guarantee your participation in the event. The City of Irvine retains the right to accept or reject applications based on appropriateness, availability, duplication of service and/or representation, and/or other criteria as deemed necessary. Applications will be considered in the order in which they are received. *Sponsor acknowledgment on press-related materials is dependent on size and time constraints.

