SINCE 1933

Dover Days Festival 2027

Partnership Opportunities

Friday, April 30 & Saturday, May 1, 2027 · Dover, Delaware Dover Days Celebration Committee, Inc. · Produced by B-Side Events

On the first weekend of May, Dover celebrates its history.



Who you reach

10,000
Estimated attendance across the weekend

1,360
Parade participants, across 69 registered groups

1,590
Spectators counted along the parade route

1,000
Stood together for the Friday fireworks

165+
Vendors and exhibitors, plus 18 food vendors

Free admission, both days · Legislative Mall and The Green, a National Park Service site · Full program insert in the Delaware State News · American Bus Association Top 100 Event

Counts from the 2025 festival's on-site records · Attendance drawn from across Delaware, the Delmarva Peninsula and neighboring states

Why partners come back

On foot, not in a feed

Ten thousand people, all day, in the shadow of Legislative Hall. Face to face, in daylight, in a good mood.

Ground nobody else can claim

A partner here is not buying attention. They are buying association with the oldest civic story Delaware has.

You own something specific

Not a tier badge, a thing. The fireworks. The parade. The carriages. People repeat the name.

You keep it free

Every dollar holds admission at zero for a family in Dover. That is a story worth telling, and we help you tell it.

Five ways in

Every partnership is built around a named asset, something real at the festival that carries your name. The level decides what surrounds it. Level is set by your total annual investment, across every asset you hold.

Presenting

$13,000

The festival carries your name. Exclusive, one partner only.

Signature

$5,000

Fireworks, Parade, The Main Stage & Kids Zone.

Landmark

$2,500

A stage, the carriages, the float contest, the food. The places families head first.

Heritage

$1,000

The reason the weekend exists. The interpreters, the Maypole, the music before the fireworks.

Friend

$500

A way in, support Dover Day’s general fund.

What each level receives

Benefit	Presenting	Signature	Landmark	Gateway	Heritage
On-site banners	Six locations	Asset, main stage	At asset	At asset	At asset
Stage recognition	Both days, all stages	Both days	Both days	Both days	Both days
Activation space	20 x 20 premium	10 x 20	10 x 10	10 x 10	10 x 10
Parade entry	Included	Included	Included	Included	Included
Social media	Three posts	Two posts	One post	Group post	Group post
Post-event report	Yes	Yes	Yes	Yes	Yes
First refusal, 2028	Yes	Yes	Yes	Yes	Yes

Parade entry, a 10 x 10 space on the Mall, signage at your asset, the written report and right of first refusal reach **every** level. Nothing offered in previous years has been withdrawn.

NAMED ASSETS — ONE OF TWO

Presenting through Gateway

Asset	Level	Investment	Available
Dover Days Festival, Presenting	Presenting	$13,000	1
Friday Night Fireworks	Signature	$5,000	4
The Dover Days Parade	Signature	$5,000	1
The Kids Zone	Signature	$5,000	1
Legislative Mall Stage	Signature	$5,000	1
The Green Stage	Landmark	$2,500	1
Horse-Drawn Carriages	Landmark	$2,500	1
Bounce House	Landmark	$2,500	1
Parade Float Contest	Landmark	$2,500	1
Food Court	Landmark	$2,500	1
Food Trucks	Landmark	$2,500	1

Availability as of October 2026

Named assets — Heritage

$1,000 each. One of each available. None of them happen without a partner behind them.

Eve of the First State Concert	Maypole Dancing on The Green	The First State in Sand
Street Magic on The Green	Juggling Show	Stage Audio, The Green
Stage Audio, Legislative Mall	WWII Heroes	Colonial Artisans Faire
Lenape & Nanticoke Heritage	Colonial Trapper Demonstration	Historical Re-Enactors

In-kind and civic partnerships — Hosting, Local News Media, Sanitation, Volunteer Recognition, Hospitality — are recognized at the level their contribution earns

If you were with us last year

Dover Days has been held up by the same organizations for years. 2027 is built to recognize that, not to reset it.

You keep what you built

First claim on the asset you supported last year, through November. Nothing you have put your name on is offered to anyone else while you are deciding.

Your level reflects everything you give

Level is set by total annual investment across every asset you hold. A partner supporting two programs is recognized for the whole commitment, not for its smallest piece.

Everything you had, you still have

No benefit offered in previous years has been withdrawn at any level. What is new in 2027 — the written report, right of first refusal, stage recognition — is added on top.

What happens after you say yes

01

A producer, not a form letter

B-Side Events coordinates Dover Days 2027 end to end. Your partnership is managed by a person you can call — asset placement, signage, program deadlines, parade entry, your on-site activation.

02

A walkthrough before the weekend

Where your banner hangs, where your team parks, when your parade entry steps off, and who to find if something changes.

03

A written report, within thirty days

Attendance and parade counts, photographs of your signage and activation in place, program and social placements delivered, and what we recommend for next year. Every level. You should not have to guess what your money bought.

Claim a partnership

Returning partners hold first claim on their asset through December. After that, positions are assigned in the order they are confirmed — and the strongest ones go early.

TALK TO

Ben Schlegel

Executive Producer, B-Side Events
Event Coordinator, Dover Days Festival

ben@bsideevents.com
720-636-3140

PRESENTED BY

Dover Days Celebration Committee, Inc.

15 Loockerman Plaza, Dover, DE 19901
A registered non-profit organization

DATES TO HOLD

30 November 2026
Returning-partner first claim closes

1 March 2027
Artwork deadline for the program insert and all on-site signage