

BRVA

2026 Event Sponsorship Opportunities

About the BRVA

The Broad Ripple Village Association (BRVA) is a passionate, community-driven 501(c)(3) nonprofit dedicated to making Broad Ripple a vibrant place to live, work, and play. Through advocacy and engagement, we champion initiatives that enhance beautification, public safety, historic preservation, urban planning, economic growth, and community development. From organizing events to driving positive change, BRVA is at the heart of what makes Broad Ripple thrive.

Events



Duck Race + 5k

June 6, 2026 | 3,000+ Attendees
Sponsorships range \$500 - \$5,000

Lights Up Festival

December 6, 2026 | 1,500+ Attendees
Sponsorships range \$500 - \$3,000



Broad Ripple Farmers Market

Every Saturday | 120,000+ Visitors
Season sponsorships \$1,000 - \$4,000
(limited availability)



Neighborhood Meetups

First Wednesdays, Monthly | 75+ Attendees
Monthly Sponsorships \$1,000 (limited availability)



Broad Ripple event sponsorships are about more than just money. They are opportunities to invest in the continued vitality of Broad Ripple Village, demonstrate your commitment to the community, and build meaningful relationships with residents, businesses, and visitors. Let's make an impact together!

To become a sponsor or for more information, please email Executive Director Mary Dicken at mary@brva.org or call 317.251.BRVA



Duck Race + 5K

Saturday, June 6 | A day of summer fun (and lots of yellow!) | Averages 3,000+

The greatest spectacle in rubber duck racing returns to Broad Ripple at the **Duck Race + 5K!** Children and adults gather along the canal to cheer on their lucky ducks racing toward the finish line.

This family-friendly summer tradition begins with a 5K fun run in the morning, followed by the rubber duck race in the afternoon. The day also features children's activities, entertainment, and plenty of photo-worthy moments. A unique Village event with regional appeal!



Presenting Sponsor - \$5,000 (1 Available)

The Presenting Sponsor is recognized with premiere visibility as the lead event partner.

- Event referred to as: **Duck Race + 5K, presented by [Company Name]**
- Top billing and logo placement on all printed and digital event materials
- Featured recognition in social media promotion (30k followers)
- Ten (10) complimentary 5K registrations
- All benefits of other sponsorship levels

Major Event Sponsor - \$3,000

Major Event Sponsors receive prominent visibility across event materials and activities.

- Prominent logo placement on all printed and digital event materials
- Strong recognition in social media promotion (30k followers)
- Recognition in public remarks throughout the event
- Six (6) complimentary 5K registrations
- All benefits of Activity and Community sponsorship levels

Activity Sponsor - \$1,500

Activity Sponsors support specific activity areas (your selection) of the Duck Race + 5k.

- Logo or name displayed at sponsored activity location (i.e. Start/Finish Line of Duck Race or Start/Finish Line of 5K)
- Recognition in event promotions and digital marketing
- Four (4) complimentary 5K registrations
- All benefits of Community sponsorship level

Community Sponsor - \$500

Community Sponsors visibly support the Village and participate in a community tradition.

- Logo or name recognition on event website, linked to your website
- Opportunity for booth presence with family-friendly engagement
- Two (2) complimentary 5K registrations
- Five (5) ducks in the Duck Race and logo on the 5k t-shirt!



Lights Up Festival

Sunday, December 6 | A can't miss holiday parade tradition | Averages 1,500+

Broad Ripple Lights Up is a beloved holiday tradition celebrating the magic of the season. The event features a festive children's activity village filled with family-friendly, holiday-themed crafts and entertainment. As evening falls, the excitement builds with a joyful parade winding through the Village, culminating in a special tree-lighting ceremony with Santa himself!



Presenting Sponsor - \$3,000 (1 Available)

The Presenting Sponsor is recognized with premiere visibility as the lead event partner.

- Event referred to as: **Broad Ripple Lights Up, presented by [Company Name]**
- Top billing and logo placement on all printed and digital event materials
- Featured recognition in social media promotion (30k followers)
- All benefits of other sponsorship levels

Activity Sponsor - \$1,500

Activity Sponsors support specific activity areas (your selection) of the Lights Up Festival.

- Logo or name displayed at sponsored activity location
- Recognition in event promotions and digital marketing
- All benefits of Community sponsorship level

Community Sponsor - \$500

Community Sponsors visibly support the Village and participate in the holiday tradition.

- Logo or name recognition on event website, linked to your website
- Opportunity for booth presence with family-friendly engagement
- One (1) complimentary participant entry in the Lights Up Parade



Broad Ripple Farmers Market

Every Saturday | Summer & Winter Seasons | Averages 120,000+ season visitors

The Broad Ripple Farmers Market is one of Indiana's largest and most beloved markets, welcoming more than 120,000 visitors each year. Held every Saturday morning, the market features over 50 local vendors offering fresh produce, baked goods, meats, cheeses, plants, and more. Sponsorship provides a unique opportunity to engage a large, loyal audience while supporting local businesses and the continued vitality of Broad Ripple Village.

Summer Market (May-October) Sponsor - \$4,000

Winter Market (November-April) Sponsor - \$1,000

- On-site presence at four Saturday markets (May–October for summer sponsorships, November–April for winter sponsorships)
 - Dates are first come, first served and do not need to be consecutive
 - Family-friendly engagement is strongly encouraged
- Opportunity to interact directly with market attendees and share your brand, products, or services
- Business logo or name recognition on:
 - Market day signage
 - Broad Ripple Farmers Market website
 - Weekly market newsletter (5K+ subscribers)
 - Broad Ripple Farmers Market and BRVA social media (combined 90K+ followers)
- Dedicated promotional highlight in the market newsletter and on social media during the weeks you are onsite
- Continuous recognition as a 2026 Broad Ripple Farmers Market Sponsor





Neighborhood Meetups

First Wednesday every Month | Averages 75-100 attendees

The **Broad Ripple Neighborhood Meetups** bring neighbors, business owners, and community leaders together for connection, collaboration, and relationship-building throughout the year. These informal monthly meetups offer local businesses an opportunity to sponsor and strengthen our neighborhood connections in the Village!



Meetup Sponsor - \$1,000 (1 per month)

- Business logo or name recognition as Meetup Sponsor in event promotion
- Verbal acknowledgment during the gathering and opportunity to offer welcome
- Featured recognition in a spotlight reel on social media
- Direct relationship-building with attendees



BRVA

2026 Sponsorship Opportunities at a Glance

	Event	Sponsorship Levels	Investment
	Duck Race + 5K	Presenting · Event · Activity · Community	\$500 – \$5,000
	Lights Up Festival	Presenting · Activity · Community	\$500 – \$3,000
	Broad Ripple Farmers Market	Summer Market · Winter Market	\$1,000 – \$4,000
	Neighborhood Meetups	Monthly Meetup Sponsor	\$1,000

Why sponsor BRVA events?

Sponsorship is more than visibility — it's an investment in the continued vitality of Broad Ripple Village. BRVA event sponsors:

- Demonstrate leadership and community commitment
- Build meaningful connections with residents and visitors
- Support beloved Village traditions and experiences
- Align with a trusted, community-driven organization

Let's strengthen the Village together

We would welcome the opportunity to explore how a sponsorship can support your organization's goals while building up the Village we all care about.

To become a sponsor or learn more, complete the interest form [here](#) or contact:

Mary Dicken, Executive Director
mary@brva.org
317.251.BRVA