

Welcome to
Moore Square



Moore Square Sponsorship



From 1792 to 2017, Moore Square has been a place of gathering, reflection, entertainment, and recreation for the citizens of Raleigh. This 4-acre downtown urban green space, originally conceived as one of 5 public green spaces for the City of Raleigh, is embarking on its greatest transformation since its conception.

Moore Square includes a dignified border framed with North Carolina granite, an expansive event lawn, a food service kiosk, an interactive water feature, grove rooms and a natural play area. All this, while still ensuring the beautiful bordering grove of 100+ year old oak trees remains untouched. Moore Square will distinguish Raleigh as a city with premier public spaces and act as a catalyst for downtown growth and economic development.

Programming for Moore Square will be engaging, interactive, and welcoming while featuring annual programs and events that showcase the park and the community partnerships.

In the Heart of Downtown Raleigh

Moore Square is located in Downtown Raleigh. It is bordered by Martin Street to the south, Person Street to the east, Hargett Street to the north, and Blount Street to the west.

More than 1 Million Visitors Per year

A variety of programs and events will be selected to draw diverse crowds. The capacity for an event on the Great Lawn is 4,000. We expect over 1 million Moore Square visitors each year!

Volunteers

Moore Square will maintain a strong volunteer program. Volunteers will assist with programs, provide park maintenance, and offer information and guidance for park visitors.

Programs & Events

Moore Square will offer year-round programming in 5 categories. A constantly updated digital annual calendar ensures residents and visitors will be able to easily find out what's happening daily.

- **Move Moore!** - Wellness programming that engages all ages, levels, and backgrounds. Examples include: Shape Up! Fitness series, Yoga Classes, Downtown Farmer's Market.
- **Moore Kids!** - Programs geared towards families with children. Examples include: Giant Game Nights, Children's Vendor Fairs, Children's Reading Hour, Wonder Create Explore series.
- **Moore Square Live!** - Programming that brings people together to enjoy the park and be entertained. Examples include: Moore Buskers, Play Moore Music Festival, Roaring Raleigh Lawn Party, Raleigh Rockers Breakdancing Demonstrations, Movies @ Moore.
- **Create Moore!** - Programs that encompass the exciting arts and cultural experiences that make Downtown Raleigh a thriving and inviting place. Examples include: Art Cart, Culture Pop Ups, Hand-made Holiday Market
- **Tell Me Moore!** - Programs that expand the mind and educate on current events, history and a variety of other topics. Examples include: Book Cart, lecture series, history tours, Raleigh Roots History Festival, Moore Square exhibit.

Why Become a Sponsor?

As a sponsor for Moore Square, we believe in customizing a sponsorship opportunity that works for you. From branding and marketing opportunities to corporate giving, we have a broad selection of opportunities that include attaching your name to a single program, a special event, or a series of events and programs. Be an active contributor to Raleigh's dynamic and innovative downtown cultural landscape and quality of life.



Direct Interaction:

Thousands of potential customers pass through Moore Square daily. Anticipated annual visitation is 1 million



Naming Rights:

Attach your company name or brand to one of our categories of events for the year or select a single program or event to sponsor.



Activation Opportunities:

Moore Square is a great platform for unique and innovative activations with your brand on site.



Brand Visibility:

Your products and services will receive exposure through cohesively themed media and collateral campaigns. Moore Square provides an opportunity to align your brand with a centrally located original Raleigh landmark destination.



Website / Social Media:

Company or brand recognition on the City of Raleigh website. Featured highlights on Moore Square social media accounts.



News Releases:

News releases for Moore Square programs and events include sponsor names according to the level of investment.



Community Goodwill:

Enhance your brand image through charitable support of free community programming.

Join us now as a Sponsor!

Sponsorship opportunities are available now in the following categories:

Move Moore!



Moore Kids!



Moore Square Live!



Create Moore!



Tell Me Moore!



Contact Information

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