



Moore Square Winterfaire

2026 Sponsorship Opportunities

December 11–13, 2026
Moore Square
Downtown Raleigh

Raleigh Parks and The MAKRS Society present **Moore Square Winterfaire**, a three-day holiday market and festival that transforms Moore Square into a festive destination in the heart of downtown Raleigh.

Led by the **City of Raleigh's Raleigh Parks**, Winterfaire is produced in partnership with **The MAKRS Society**, a Raleigh-based organization known for creating curated markets and festivals that connect local vendors, makers, musicians, food, and community experiences. Together,

Raleigh Parks and MAKRS bring the resources of a public park and the experience of an established festival producer together to create a free holiday experience for the Raleigh community.

About Winterfaire

Moore Square Winterfaire offers three days of holiday shopping, entertainment, food, music, and family-friendly activities in one of downtown Raleigh's signature public spaces.

The event features 60+ local vendors, food trucks, live bands and music, Santa, a S'mores station, lawn games, face painting, a gift-wrapping station, and a beer garden, creating a festive environment designed for residents and visitors of all ages.

Winterfaire is **free to attend**, making it an accessible holiday experience for the entire community.

The inaugural Winterfaire welcomed approximately **12,000 attendees**, establishing a strong foundation for what Raleigh Parks and MAKRS envision as an annual holiday tradition in downtown Raleigh.

2026 EVENT HOURS

Friday, December 11 | 5:00–10:00 p.m.

Saturday, December 12 | 11:00 a.m.–9:00 p.m.

Sunday, December 13 | 10:00 a.m.–5:00 p.m.

A Partnership Built For Community

Moore Square Winterfaire brings together the strengths of two organizations with complementary roles.

Raleigh Parks provides the public space, community connection, event leadership, and commitment to creating welcoming and accessible experiences in Raleigh's parks.

The MAKRS Society brings its expertise in curated markets and festivals, including vendor recruitment, marketplace programming, food truck coordination, and festival experiences. MAKRS' broader event platform includes markets and festivals featuring local vendors, live music, food, beverages, and interactive experiences throughout the Triangle.

This partnership creates a unique opportunity for sponsors to support a **City of Raleigh-led community event** while aligning with an experienced local festival producer and a curated collection of local businesses, makers, artists, and performers.

Sponsorship Opportunities

Raleigh Parks invites businesses and organizations to partner with Moore Square Winterfaire through a range of sponsorship opportunities designed to provide meaningful visibility while helping support a free, high-quality holiday experience for the community.

Sponsorships are available for the 2026 Winterfaire season.

WINTERFAIRE "Winter Wonderland" SPONSOR – \$10,000

Serve as a leading sponsor of Moore Square Winterfaire and receive prominent recognition throughout the event and promotional campaign.

Benefits include:

- Prominent logo recognition across event-day signage and promotional materials
- Recognition on the Winterfaire event webpage and digital promotional channels
- Recognition through select Raleigh Parks and Winterfaire social media
- On-stage verbal recognition during the event
- Premium sponsor activation space at Winterfaire
- Opportunity to distribute promotional materials or provide an interactive guest experience
- Opportunity to align with a featured Winterfaire experience or destination, subject to availability
- Recognition in select event communications and promotional materials

HOLIDAY EXPERIENCE SPONSOR – \$5,000

Support one of the memorable experiences that make Winterfaire a destination for families, friends, and holiday shoppers.

Potential sponsorship opportunities may include:

- Santa experience
- Holiday market
- Live entertainment
- S'mores and fire pit area
- Family activities
- Holiday photo or activation experience

Benefits include:

- Logo recognition on event-day signage
- Recognition on the Winterfaire event webpage
- On-stage recognition during the event
- Sponsor activation or vendor-style booth space
- Opportunity to provide promotional materials or an interactive guest experience
- Recognition through select Raleigh Parks social media

COMMUNITY SPONSOR – \$2,500

Support free holiday programming in Moore Square while connecting your organization with the Winterfaire audience.

Benefits include:

- Logo recognition on event-day sponsor signage
- Recognition on the Winterfaire event webpage
- On-stage recognition during the event
- Vendor-style booth or sponsor activation opportunity
- Recognition through select event communications

SUPPORTING SPONSOR – \$1,000

Help make Moore Square Winterfaire a welcoming and accessible holiday experience for the Raleigh community.

Benefits include:

- Logo recognition on event-day sponsor signage
- Recognition on the Winterfaire event webpage
- On-stage recognition during the event
- Sponsor recognition in select event materials

Why Sponsor Winterfaire?

Sponsoring Moore Square Winterfaire provides an opportunity to connect your organization with a growing holiday tradition in the heart of downtown Raleigh. Your investment helps support **free, accessible programming in a City of Raleigh public park**, including live entertainment, family activities, local vendors, and engaging holiday experiences.

At the same time, sponsors gain meaningful opportunities to connect with residents and visitors during one of downtown Raleigh's most festive weekends of the year.

Winterfaire brings together **local business, community, culture, and holiday celebration** in a setting that encourages people to stay, explore, shop, eat, and enjoy Moore Square together.

Partner With Us

Join **Raleigh Parks and The MAKRS Society** in making Moore Square Winterfaire a signature holiday experience for the Raleigh community.

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Moore Square | Downtown Raleigh

Raleigh Parks + The MAKRS Society

