

In 2013, the city purchased a 6.6-acre tract for the park along the northern waterfront near the Isabel Holmes Bridge. The citizens of Wilmington approved \$20 million for development of the park as part of the 2016 Parks Bond. Extensive public input was used to develop the design of the park, which is expected to be completed in 2020.

Corporate Sponsorship & Donor Program

To pursue one of these sponsorship opportunities, please contact:

Wilmington Parks & Recreation
302 Willard Street
Wilmington, NC
910.341.3237



More information:
www.wilmingtonnc.gov/waterfrontpark



NORTH WATERFRONT PARK



SPONSORSHIP LEVELS

Sponsorship levels receive permanent signage and website recognition.

OCEANIC: \$3,000,000

1. Title Sponsor / Park Name

SEASIDE: \$200,000 - \$500,000

ITEM	DESCRIPTION	VALUE
2. Great Lawn	Lawn seating used during event programming	\$500,000
3. Lower Lawn	Area for seating used during event programming	\$300,000
4. Nutt St. Promenade	Main pedestrian entrance used during event programming and in park mode	\$300,000
5. VIP Seating	Elevated seating used during event programming	\$200,000

RIVERVIEW: \$100,000 - \$175,000

ITEM	DESCRIPTION	VALUE
6. Central Plaza	Walkway/plaza, art, point-of-sale area during event programming	\$175,000
7. Cowan St. Entrance	Pedestrian entrance, stairway, wall	\$150,000
8. Water Feature	Decorative splash area, lighted	\$100,000

BAYSIDE: \$35,000 - \$75,000

ITEM	DESCRIPTION	VALUE
9. Coastal Landscape	Vegetation, trails, benches, interpretive signs, entrance from Riverwalk	\$75,000
10. Program Rooms	Designated softscape space for organized programming (4 available)	\$50,000
11. Urban Gardens	Gardens, benches, art	\$35,000
12. Play Area	Children's play equipment	\$35,000

DONATIONS

Donors receive recognition on a donor wall.

CASCADES: \$50 - \$1,000

ITEM	VALUE	ITEM	VALUE
Water Fountains	\$1000	Specimen Trees	\$300
Benches	\$500	Pavers	\$100
Bike Racks	\$500	Shrubs/Grasses/Flowering Plants	\$50
Pet Stations	\$500	Lighting (by type)	Varies

North Waterfront Park is situated on the Cape Fear River in downtown Wilmington and will be a destination park for both residents and visitors. The park will feature gardens, greenspace, a children's play area and other amenities for visitors and residents to enjoy. The park will also feature a concert venue. Live Nation, the nation's largest concert promoter, will host up to 20 concerts at the park annually with audience capacity of nearly 7,000 per show. Annual attendance is estimated to be over 80,000. This will be the largest outdoor concert venue in the coastal Carolinas and Live Nation plans to feature national acts. The site will also be used for community events.

Sponsorship of the park will significantly increase awareness and visibility of your brand among park and concert attendees as well as visitors to the park and concert venue's social platforms. The park is expected to attract an estimated 500,000 visitors annually, which amounts to around 1,400 visitors per day.