

10<sup>TH</sup>/20<sup>TH</sup>  
ANNIVERSARIES

GREENSBORO  
DOWNTOWN PARKS  
INC.

# 2026 SPONSORSHIPS



## BOARD OF DIRECTORS

Kim Martin, *Chair*

John Knowles, *Vice Chair*

ChesKesha Cunningham-Dockery,  
*Secretary*

Tammi Thurm, *Treasurer*

Phillip Fleischmann, *At Large*

Lamar Lee, *At Large*

Jack Garvey, Jr., *Executive Director*

Brian Campbell

Katelyn Cohen-Kivett

Melissa Greer

Laura Lorenz

Leah McCoy

Ednasha McCray

Rob Overman

Walker Sanders

Denise Sherron

Caitlin Stay

Tim Tobey

At Greensboro Downtown Parks, Inc. (GDPI), we believe parks are more than green spaces. They are where a city connects. Our mission is to manage and activate Greensboro's downtown parks through thoughtful maintenance, creative programming, strong partnerships, and long-term financial sustainability. As a 501(c)(3) nonprofit, we steward these public spaces so they remain welcoming, safe, and full of life for residents and visitors alike.

Through free events, daily activations, and carefully designed environments, GDPI brings people together in ways that strengthen community, support local culture, and enhance the vitality of downtown Greensboro.

## OUR PARKS

Carolyn & Maurice **LeBauer Park** and **Center City Park** are the urban heart of Greensboro and the most visible public gathering places downtown, hosting hundreds of free programs and welcoming more than 300,000 visitors each year. Located in the Cultural Arts District, these parks offer unmatched visibility and a powerful platform for community-facing partnerships.

## SPONSOR BENEFITS

- **Brand Visibility:** Logo/name recognition on park signage, website, and digital newsletters depending on sponsor level
- **Media:** Mentions in press releases and social media campaigns
- **Sustainability:** Direct contribution to the maintenance and free programming of public parks in the heart of downtown Greensboro
- **Employee Engagement:** Sponsors are invited to explore opportunities like company picnics in the Downtown Parks, subject to available dates



## FACILITY NAMING OPPORTUNITIES

Multi-year commitments (3 years) to support park infrastructure.



- Market Square | \$25,000 annually | \$75,000 total
- Splash Pad/Seasonal Plaza | \$25,000 annually | \$75,000 total
- Children's Garden | \$25,000 annually | \$75,000 total
- Great Lawn | \$25,000 annually | \$75,000 total
- Dog Park/Training Area | \$15,000 annually | \$45,000 total



- Oval Lawn | \$25,000 annually | \$75,000 total
- Fountain | \$20,000 annually | \$60,000 total

## PROGRAMS + EVENTS

Annual activation opportunities.  
Contact us to learn more.

- Fitness/Wellness Presenting Sponsor | \$15,000 (1-year term)
- Festival of Lights Merry Marketplace  
Presenting: \$20,000  
Community: \$2,000

**Plus, many more programming opportunities.**

### For sponsorship inquiries, please contact:

Jack Garvey, Jr. | Executive Director and Chief Development Officer | [jack@gdpi.org](mailto:jack@gdpi.org)

**IMPACT +  
OUTREACH**

**300K+**

Annual  
Visitations

**24K+**

Social Media  
Followers

**10K+**

Email  
Subscribers