



2026 *Sponsorship Opportunities*

Celebrating America 250 & The Duncan Hines Legacy

@duncanhinesdays | duncanhinesdays.com

Bowling Green, Ky
Duncan
HINES
DAYS

Eat Well.
Live Swell.

Our mission is to create “core memories” with a seat for all at the community table. We celebrate the real Duncan Hines legacy—not just the cake mix, but the Bowling Green native, road tripper, and pioneer of good food and good fun.



A Seat for Everyone

45,000+ Attendees

In just three years, we have welcomed tens of thousands of neighbors and visitors from over 25 states.



The America 250 Celebration

2026 is historic. We are tying into the national semi-quincentennial with a week-long celebration of Americana and 1950s nostalgia.

Special Feature: Dolly Parton Sugar Cookie Mixes with Red, White, & Blue sprinkles given away all week long.

Presenting Sponsor

\$50,000



Co-sponsored by the City of Bowling Green and Warren County.

The premier seat at the table. Maximum visibility across every event asset, billboard inclusion, and top-tier branding alongside our government partners.

Eats & Beats Music Fest Sponsor \$20,000

Own the loudest part of the week at Circus Square Park. Multiple bands, food trucks, community art murals, and thousands of eyes on the stage.

- ★ - VIP table access
- ★ - Heavy branding on the stage scrim

**Duncan
Hines** DAYS

The Perks Package



Inclusion on DHD Billboards



Mentions on the "Talk BGKY" Podcast



VIP Tickets & Tables for Eats & Beats



Logo Placement on all promo materials & website



Social Media Features (@duncanhinesdays)





Wellness Events Sponsor

\$15,000

Move with the Community.

- ★ - Uncle Duncan's Summer Stroll & Roll Parade (Non-motorized)
- ★ - Pickleball Palooza
- ★ - Russell Sims Waterpark Day
- ★ - Duncan's Duck Paddle Race & Regatta
- ★ - Cake Walk Club



Downtown Kickoff

\$10,000

Sunday afternoon block party atmosphere. Car show. Live entertainment. Walking Parade. Downtown Candy Land game.



Roadtripper

\$5,000

Supports all free, public events thru the week, with a witty title that connects with the adventure and travel of the Duncan Hines legacy.

Local Love

Community Roots Tiers

Hometown Hero: \$2,500

For the businesses that keep BGKY running.

Stagehand: \$1,000

Accessible support for the arts and entertainment.

Every contribution helps build the experience.

Presenting
\$50,000

Eats & Beats
Music Fest
\$20,000

Wellness
Events
\$15,000

Downtown
Kickoff
\$10,000

Roadtripper
\$5,000

Hometown
Hero
\$2,500

Stagehand
\$1,000

Logo on ANY
event branding

Logo on ANY
promo collateral

Inclusion on
DHD billboards

Mention on Talk
BGKY podcast

4 VIP tix for
Eats & Beats

Company table
at Eats & Beats

Logo on Eats
& Beats Stage

Social mention +
logo on DHD site





A Vintage Vibe, A Modern Reach.

Join the **event** that is putting Bowling Green on the map for authentic Americana.

Even Southern Living recommends us.

In Good Company



Join our existing partners in making 2026 the biggest year yet. When you sponsor Duncan Hines Days, you stand alongside the City and County in supporting our community.



Grab Your Seat at the Table.

Let's make history for America 250.

duncanhinesdays.com | [@duncanhinesdays](https://twitter.com/duncanhinesdays)