



2026

SOUTH STREET SPONSORSHIP PACKET

INVESTING IN THE CORRIDOR THAT SHAPES PHILADELPHIA CULTURE

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THE SOUTH STREET STORY



Eleanor Ingersoll
Executive Director

Our Vision

South Street is a place to create and enjoy art, entertainment, food and fashion. This historic corridor is marked by more than 400 independent small-businesses. South Street has been a place of continuous experimentation and rediscovery; from early immigrants, to Black political activists, queer artists, counterculture protestors, punk trendsetters, and current curators of niche experiences. The Corridor celebrates independent thinkers, small-businesses, artists, and the fringe culture that sparks each visitor's South Street story.

Our Historic Past



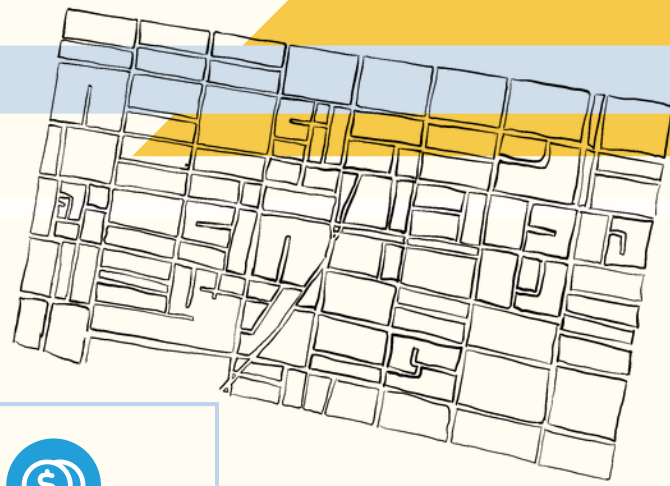
For more than two centuries, South Street has been one of Philadelphia's most historic and ever-evolving commercial corridors.

Once a bustling destination for sailors, immigrants, tradespeople, and working-class families, the corridor nearly disappeared during the proposed Crosstown Expressway era. Instead, artists, activists, musicians, and independent business owners reclaimed and redefined it, shaping the creative and countercultural identity that still defines South Street today.

That spirit continues through more than **400 independent businesses that make the corridor one of Philadelphia's most authentic destinations.**



AUDIENCE & IMPACT



ANNUAL VISITORS

2.7M



AVG. DWELL TIME

~1.5 Hours



AVG. RESIDENT HHI

\$147.5k



SOCIAL MEDIA REACH

2M+ impressions in last 90 days

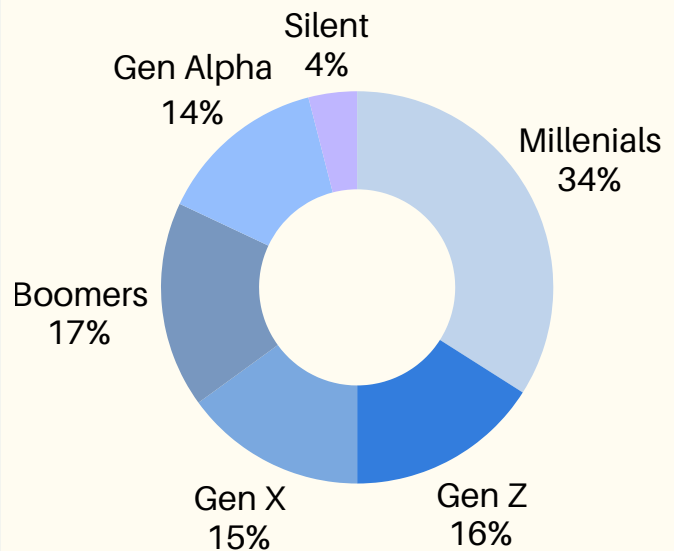
MEDIA PARTNERS

The Philadelphia Inquirer
Washington Post
USA Today
FOX29
CBS3
6ABC
NBC10
PHL17
WHYY
Eater Philly
Baltimore Sun
Philadelphia Magazine
Visit Philadelphia / Uwishunu
KYW
Metro Philadelphia
Wooder Ice



& more!

VISITOR DEMOGRAPHICS



TOP EVENTS

1 Fall Fest

2 Spring Fest

3 Summer Solstice

4 Pride Night Market

YEARLY EVENTS



Easter Promenade

March/April

One of Philadelphia's longest-running family traditions and a signature South Street event that has brought generations together for more than 90 years. Featuring live entertainment, costume contests, family-friendly programming, and giveaways from local businesses, the event creates a nostalgic and welcoming atmosphere that draws attendees from across the region.

Attendees
3k+



Spring Fest

May

Transforms South Street into a district-wide celebration featuring live music, food vendors, performers, artists, & local businesses. Each block creates its own distinct theme and atmosphere, encouraging visitors to explore the corridor through a variety of experiences ranging from Mayfest-inspired beer gardens and Renaissance Faire-style activations to live performances, interactive art, and creative neighborhood pop-ups.

Attendees
18.3k+



Queer Pride Night Market

June

A vibrant celebration of LGBTQ+ culture and community. It transforms the corridor into an inclusive nighttime experience featuring live music, drag performances, DJs, local vendors, food, and queer-owned businesses. This event creates a welcoming public space that celebrates diversity, supports independent businesses, and brings together residents, visitors, and the LGBTQIA+ community.

Attendees
11.5k+

YEARLY EVENTS



Summer Solstice Celebration

June

Summer Solstice is a seasonal community event welcoming the start of summer. It celebrates **Historic Fabric Row**, one of Philadelphia's most distinctive commercial corridors, shaped by generations of textile merchants, artists, and independent entrepreneurs who helped define the identity of South Street.

Attendees
5.5k+



Night Out on 9th Night Market

July/August

A free, family-friendly celebration that transforms the corridor into a vibrant open-air gathering space featuring food trucks, local artisan vendors, live music, and children's activities that bring together residents, families, visitors, and small businesses. Inspired by National Night Out, the event is held in partnership with the South Street Mini Station of the Philadelphia Police Department to promote positive community-police relationships and neighborhood connection, reinforcing trust between residents and local law enforcement.

Attendees
1k+



YEARLY EVENTS



Fall Fest

September

One of South Street's largest annual festivals, activating the corridor through vendors, entertainment, arts programming, and family-friendly experiences that support businesses during a critical retail season. Past activations include Oktoberfest, Macabre Masquerade, Foodie Alley, Kid's Mart & Dance Party, Fantasy Renn Faire, private Skate Park activities, and more!

Attendees
21.5k+



Pops on the Plaza

October

A free outdoor concert series bringing contemporary performances into the heart of South Street, creating accessible arts experiences that transform historic Headhouse Square into a relaxed, picnic-style community gathering space. Guests are encouraged to bring blankets & chairs, enjoy food and drinks from surrounding businesses, and experience live music.

Attendees
1.5k+



Holiday Night Market & Tree Lighting

November

This event brings the South Street community together to celebrate the holiday season through festive performances, seasonal vendors, food and beverage experiences, and the annual ceremonial tree lighting. Sponsors benefit from brand alignment with community celebration, family experiences, and holiday giving.

Attendees
3k+

2026-2027 Sponsorship Tiers	Presenting Sponsor	District Champion	Neighborhood Advocate	Corridor Partner
Benefits	\$10,000	\$5,000	\$2,500	\$1,000
Stage or activation naming rights & premium logo placement across event materials				
Dedicated activation or tent space & custom branded engagement opportunities				
Stand alone recap video feature & in-depth social media / digital campaigns				
Priority social media promotion and featured inclusion in email campaigns				
Logo placement across major event signage				
Featured standalone spotlight article/interview and dedicated sponsor email blast				
Signature branded activation				
Logo placement on event website page				
Social media sponsor spotlight				
Inclusion in event recap videos & post event materials				
Logo placement on marketing materials (Flyers, Posters, etc)				
Recognition across newsletters & event communications				

SOUTH STREET AUDIENCE PERSONAS

Urban Explorer

Millennial Professional | Ages 28-40

Young professionals living in Philadelphia neighborhoods or nearby suburbs seeking authentic dining, nightlife, arts, and social experiences.



What They Value

- Independent restaurants & cocktail bars
- Live music
- Walkable destinations
- Local brands
- “Hidden gem” experiences
- Social outings with friends

How They Engage

- Weekend dining & nightlife
- Festivals and night markets
- Boutique shopping
- Rooftop and outdoor activations
- Frequent repeat visitation

Family Experience Visitor

Parents & Multi-Generational Families | Ages 30-55

Families and community-oriented visitors attending South Street’s daytime festivals, markets, holiday programming, and neighborhood events.



What They Value

- Family-friendly activities
- Safe walkable environments
- Seasonal traditions
- Local food and shopping
- Community experiences
- Accessible public programming

How They Engage

- Holiday events
- Daytime shopping/dining
- Recurring annual attendance
- Easter Promenade
- Seasonal Fests

Creative Culture Seeker

Gen Z & Younger Millennial | Ages 21-34

Students, creatives, artists, and culturally engaged young adults drawn to South Street’s independent identity, artistic energy, and experiential atmosphere.



What They Value

- Authenticity
- Public art & music
- Vintage shopping
- Nightlife & social media-worthy experiences
- Community-centered events

How They Engage

- Frequent casual visitation
- Spontaneous spending
- Attending performances and activations
- Supporting local businesses
- Heavy social sharing and digital engagement



Thank You!



South Street partnerships are not one-size-fits-all. Whether your organization is looking to support arts and culture, community programming, public space activation, small business growth, tourism, or large-scale district events, we welcome the opportunity to build a partnership that aligns with your goals and creates meaningful impact throughout Philadelphia.

Let's Start The Conversation

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Have an idea beyond traditional sponsorship? We'd love to hear it.