



2026
Events &
Sponsorship
Opportunities



2026 Events

We like to celebrate in Hood River.

From Harvest Fest and the Holidays to First Fridays and Cider Fest, Hood River attracts both locals and visitors thanks to a year-round calendar of signature events. With the crowds come plenty of opportunities for you. Not simply to support your community, but to promote your business or brand through exposure and impressions. We invite you to learn about the many event sponsorship opportunities in Hood River.

Let's celebrate together.



Ciderfest '26

May 2, 2026

Attendance: 3,000+

Ages: All Ages

Location: Hood River Waterfront Event Site

CIDER FEST

Hood River Hard-Pressed Cider Fest gives seasoned and novice cider drinkers alike the chance to sample cider from Oregon and Washington's very own cider makers. More than twenty cideries will be participating, with more than 40 ciders on tap. The daylong event also features a lineup of [local music](#), [local craft and food vendors](#), and a kids' area with giant yard games. Hood River Cider Fest guarantees a great springtime event for the whole family.

The event will be held at the Hood River Waterfront Event Site. Right in the heart of Hood River, and an hour's drive from Portland, it is a beautiful day to discover the region's best hard

Sponsorship Opportunities

Title Sponsor - \$5,000 (1 available)

Presenting Sponsor - \$3,500

Supporting Sponsor - \$1,500 (unlimited)

Kids Zone Sponsor - \$2,500 (1 Available)

ciders. Spring showers aren't a problem, as the Cider Fest tasting area takes place under a tent on the waterfront parking lot.





First Friday

June 5th, August 7th, & September 4th, 2026

Attendance: 1,000/day

Ages: All Ages

Location: Oak St, Downtown Hood River

First Friday is a celebrated event that takes place the first Friday of each month from June through September. The event is held in downtown Hood River to increase awareness for local businesses. Oak Street is closed to vehicle traffic, and vendors, musicians and merchants line the street. Residents and tourists are encouraged to enjoy a delightful evening browsing our downtown area. This popular event provides a wonderful way for friends and families to gather and enjoy all that beautiful Hood River has to offer.

Sponsorship Opportunities

Title Sponsor for Entire Series (3 Fridays) - \$4,000

Title Sponsor for Single Event (if needed) - \$1,500

Band Sponsor - \$750 (1 per event)

Community Supporting Sponsor - \$500 (unlimited)





Columbia River Cross Channel Swim

September 5, 2026

Attendance: 1,500

Ages: All Ages

Location: Cascade Locks Waterfront

The Columbia River Cross-Channel Swim has been an annual Labor Day event in Hood River County since the 1940's, where each year, hearty souls board the Sternwheeler at dawn, are ferried into the Columbia, and then leap in the river to swim a 1.1 mile stretch back to the Oregon shore in Cascade Locks. This event has attracted hundreds of participants, young and old, from many areas of the world.

The experience is unlike anything you'll see elsewhere. The excitement people feel when they are here is so great. Groups, friends, families, and teams come to this swim from all over the world. Cascade Locks is a historic town in the heart of the Columbia River Gorge and the Cascade Mountains in Oregon. It is one of the oldest towns on the Columbia River. The Gorge is the only National Scenic Area in the entire country, which makes it a perfect place for adventure. It is a quiet and scenic mountain village only thirty minutes from Portland. It has a number of motels and restaurants that cater to local residents and travelers.

Sponsorship Opportunities

Title Sponsor - \$2,000 (1)

Presenting Sponsor - \$1,000 (2)

Supporting Sponsor - \$500 (unlimited)





Hood River Orchard & Ale Fest

October 4th, 2025

Attendance: 3,500

Ages: All Ages until 5pm, after 5pm 21+ only

Location: Hood River Waterfront Event Site

Featuring one of the largest fresh hop beer selections in the nation, the Hood River Hops Fest highlights more than 60 fresh-hop beers from over three-dozen breweries for beer lovers to sample, along with local wine and cuisine. This annual event highlights Hood River County's own microbreweries, as well as some of the best of the Northwest brewers.

This year, the festival will have a new home at the Hood River Waterfront, right in the heart of the beautiful Hood River Valley and only an hour's drive from Portland. Don't worry about the rain, there are big tents to sip your beer under.

Sponsorship Opportunities

Title Sponsor - \$5,000 (1 available)

Presenting Sponsor - \$3,500

Supporting Sponsor - \$1,500

Kids Zone Sponsor- \$2,500 (1 available)





Hood River Valley Harvest Fest

October 9th-11th

Attendance: 10,000+

Ages: All Ages

Location: Hood River Waterfront Event Site

Celebrate Hood River's harvest season at the Gorge's biggest fall festival. This old-fashioned three-day festival brings together 125 vendors offering a cornucopia of seasonal produce & food, wine, cider and beer tastings, and local arts & crafts. There are also family-friendly activities and live music. Festival goers can load up on boxes of Hood River favorites, including fresh pears, apples, pumpkins, berries and flowers, and a smorgasbord of foods, from pies and jams to smoked salmon and chocolate-covered cherries. Hood River Harvest Fest is also a wonderful place to get a head start on holiday shopping. Visitors can browse an array of arts and crafts by regional artists, including glass, wood sculpture, ceramics, photography, jewelry,

fiber art and much more. Hood River Valley Harvest Fest is held along the scenic Hood River waterfront, with kiteboarders and windsurfers zipping along in the background.

Sponsorship Opportunities

Title Sponsor - \$10,000 (1 available)

Presenting Sponsor - \$5,000 (2 available)

Supporting Sponsor - \$2,500 (unlimited)

Kids Zone Sponsor - \$3,000 (1 available)





Hood River Holidays

December 4th, 2026

Attendance: 1,500+

Ages: All Ages

Location: Downtown Hood River, OR

Holiday Tree: Monday, December 1st through the New Year holiday

Location: Oak Street, Hood River, OR

Every December, downtown Hood River is transformed into a holiday wonderland. This year, along with our beautiful holiday tree, a window decorating contest, and full parade. We invite you to participate in any of our holiday sponsorship opportunities, including our “Shine the Light!” tree sponsorship which helps create a holiday ambiance for residents and visitors.

Sponsorship Opportunities

Title Sponsor - \$7,500

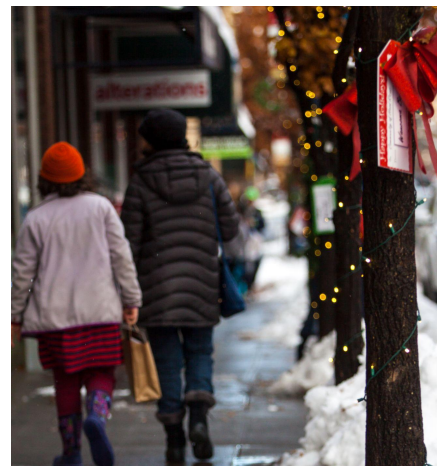
Presenting Sponsor - \$2,500

Supporting Sponsor - \$1,500 (unlimited)

Contributing Sponsor - \$1000

Shine the Light Tree Sponsorship - (45) \$150

Your \$150 sponsorship includes: The cost of professionally lighting the tree(s), a large red bow, and “gift tag” with your name or your business name printed on it for all to see. It is a fantastic way to get your name out in front of holiday shoppers both local and out of town, and to support the community’s “Shine the Light!”



Sponsorship Opportunities



Sponsorship Benefits and Overview

Title Sponsor (All Events)

The title level sponsorships are available for single events and are customized to sponsor and event.

Marketing Benefits:

- Company logo displayed on official program plus half page ad in program (if applicable)
- Logo and link on event website
- Company logo on select media advertising promoting the event
- Logo on printed event collateral, including flyers, and posters
- Recognition as Title sponsor in event advertising, including radio, email, and social media
- Booth space at sponsored event (10 x 20)
- Exclusive banner placement at sponsored event

Perks:

- 10 VIP tickets to all events listed of which includes Hops Fest, Harvest Fest or Cider Fest

Sponsorship Benefits and Overview

Presenting Sponsor (All Events except First Friday)

The Presenting Sponsorship level will give you presenting sponsor presence at one Visit Hood River event.

- Company logo displayed on official program plus quarter page ad in program
- Logo and link on event website
- Company logo on select media advertising promoting the event
- Logo on printed event collateral, including flyers, and posters
- Recognition as Presenting sponsor in event advertising, including radio, email, and social media
- 10x10 Booth space at sponsored event
- Banner at sponsored event

Perks:

6 VIP tickets to one event of the sponsors choosing which includes Hops Fest, Harvest Fest or Cider Fest

Sponsorship Benefits and Overview

Supporting Sponsor (All Events)

The Supporting Sponsorship level will give you presence at one Visit Hood River event of your choice.

Marketing Benefits:

- Company Logo and link on Event Website
- Logo on all printed event collateral, including e-mail, flyers, and postcards
- Company banner displayed at event
- 10x10 Booth Space at event

Perks:

6 tickets to 2 events of sponsors choosing which includes Hops Fest, Harvest Fest or Cider Fest

Sponsorship Benefits and Overview

Community Sponsor

The Community level sponsorship will give you a supporting sponsorship level presence at Hood River Harvest Festival and 2 additional events of sponsor's choosing.

Marketing Benefits:

- Company logo displayed on official program for Harvest Festival Program
- Company logo on select media advertising promoting the event including social media
- Logo and link on Event Website
- Company banner displayed at event
- 10x10 Booth Space at event

Perks:

- 6 tickets to 3 events of sponsors choosing which includes Hops Fest, Harvest Fest and Cider Fest
- Includes Annual Silver Level Membership to the Hood River Chamber of Commerce

Additional Sponsorship Opportunities For Chamber Members Only

\$1000

Event Stage Sponsorship

Sponsor musicians' stage at a major event- includes 4 tickets to the event

\$500

Contributing Sponsor

Banner placement at event, and an ad in event guide

Includes 4 tickets to the event

Varying

In-Kind Event Sponsorship

Sponsor an event with goods and services at any level and receive comparable benefits

Want to tailor a sponsorship to fit your needs?

Please contact michelle@visithoodriver.com



Marketing Overview-2024

Visit Hood River: Website Hits

Chamber Newsletter
49% Average Open Rate
550 Subscribers

VHR Newsletter
26% Average Open Rate
17,000 Subscribers

Chamber Facebook
3K Follower
69.1K Reach
63.8K Organic

Chamber Instagram
1.2K Followers
3K Reach
43.3% increase in engagement

Cider Fest
Website-42K
Instagram Followers- 1,553
Facebook Followers-3,400

Hops Fest
Website- 23k
Instagram Followers-23k
Facebook Followers-1,100

Harvest Fest
Website-50k
Instagram Followers- 409
Facebook Followers -2,000





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