



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

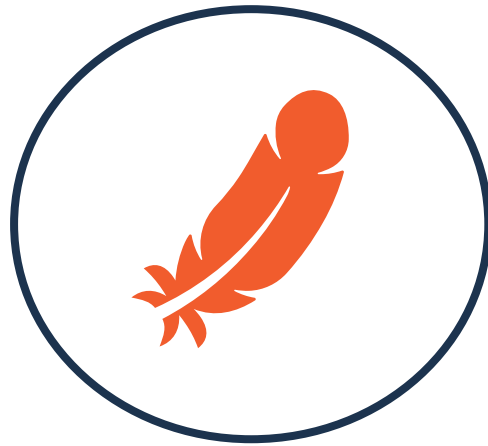
The 2026 String Band Spectacular is the official judged competition event of the Philadelphia Mummers String Band Association (PMSBA), created to give the String Bands the full competitive spotlight they deserve.

Unpredictable and extreme weather conditions on New Year's Day caused damage to production props and made it unsafe to proceed with the String Band competition. By that point, expenses for transportation, truck rentals, and production materials had already been incurred. As the competition is rescheduled, many of these same necessities must now be secured again. This unprecedented situation has placed an unexpected financial burden on the Association and the String Bands.

Sponsorship support for the 2026 String Band Spectacular plays a critical role in ensuring this historic competition can move forward at the level of excellence the String Bands and the City of Philadelphia expect.

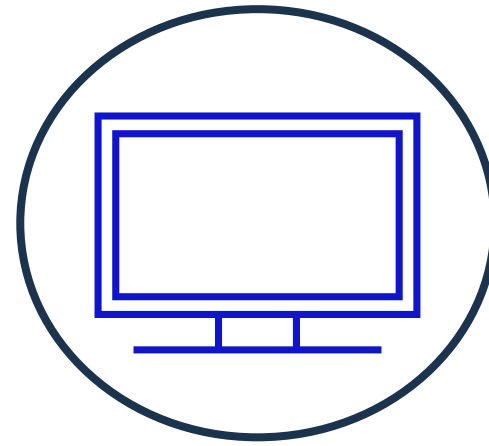


Why Sponsor the String Band Spectacular



Authentic Philadelphia Tradition

A one-of-a-kind cultural experience deeply rooted in the city.



Highly Engaged Audience

Thousands of passionate supporters in attendance, watching, and engaging online.



Meaningful Brand Alignment

Connect your brand with craftsmanship, community, and excellence.

2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

SPONSORSHIP CONTRACT \$2,500-7,500

- | | |
|--|--|
| (1) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS | (2) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS |
| (2) 10 SECOND BILLBOARDS IN THE SHOW | PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS. |
| (1) HALF PAGE AD IN THE MUMMERS PARADE BOOK FOR THE SBA GALA | |

*Some advertising restrictions apply.



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

SPONSORSHIP CONTRACT \$10,000

- | | |
|--|--|
| (2) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS | (2) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS |
| (2) 10 SECOND BILLBOARDS IN THE SHOW | (2) RESERVED VIP SEATS |
| (1) ON-AIR INTERVIEWS DURING THE SHOW | PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS. |
| (1) FULL PAGE AD IN THE MUMMERS PARADE BOOK FOR THE SBA GALA | |

**Some advertising restrictions apply.*



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

SPONSORSHIP CONTRACT \$12,500

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|---|--|
| (2) 30 SECOND COMMERCIALS IN THE SHOW | (1) FULL PAGE AD IN THE MUMMERS PARADE BOOK FOR THE SBA GALA |
| (2) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS | (2) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS |
| (2) 10 SECOND BILLBOARDS IN THE SHOW | (2) RESERVED VIP SEATS |
| (1) ON-AIR INTERVIEWS DURING THE SHOW | PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS. |
| (1) SPOTS IN THE CELEBRATION SHOW | |

*Some advertising restrictions apply.



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

TITLE SPONSORSHIP CONTRACT \$25,000

- (4)

30 SECOND COMMERCIALS IN THE SHOW
- (4)

10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS
- (4)

10 SECOND BILLBOARDS IN THE SHOW
- (2)

ON-AIR INTERVIEWS DURING THE SHOW
- (2)

SPOTS IN THE CELEBRATION SHOW
- (1)

FULL PAGE AD IN THE MUMMERS PARADE BOOK FOR THE SBA GALA
- (4)

BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS
- (2)

RESERVED VIP SEATS PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS.

*Some advertising restrictions apply.



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

TITLE SPONSORSHIP CONTRACT \$50,000

- | | |
|--|--|
| (50) PROMOS FOR THE SHOW 1/19/26 – 1/31/26 | (4) SPOTS IN THE CELEBRATION SHOW |
| (8) 30 SECOND COMMERCIALS IN THE SHOW | (1) FULL PAGE AD IN THE MUMMERS PARADE BOOK FOR THE SBA GALA |
| (8) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS | (8) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS |
| (8) 10 SECOND BILLBOARDS IN THE SHOW | (4) RESERVED VIP SEATS |
| (2) ON-AIR INTERVIEWS DURING THE SHOW | PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS. |
| (25) PROMOS IN JANUARY FOR THE CELEBRATION SHOW WITH YOUR LOGO AND BROUGHT TO YOU BY | |

*Some advertising restrictions apply.



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

TITLE SPONSORSHIP CONTRACT \$75,000

- (50) PROMOS FOR THE SHOW 1/19/26 – 1/31/26

(12) 30 SECOND COMMERCIALS IN THE SHOW

(12) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS

(12) 10 SECOND BILLBOARDS IN THE SHOW

(2) ON-AIR INTERVIEWS DURING THE SHOW

(25) PROMOS IN JANUARY FOR THE CELEBRATION SHOW WITH YOUR LOGO AND BROUGHT TO YOU BY
- (6) SPOTS IN THE CELEBRATION SHOW

(1) FULL PAGE BACK COVER LISTING IN THE MUMMERS PARADE BOOK FOR THE SBA GALA

(12) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS

(10) RESERVED VIP SEATS PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS.

*Some advertising restrictions apply.



2026 PHILADELPHIA MUMMERS STRING BAND SPECTACULAR

TITLE SPONSORSHIP CONTRACT \$100,000

- (50) PROMOS FOR THE SHOW 1/19/26 – 1/31/26

(16) 30 SECOND COMMERCIALS IN THE SHOW

(16) 10 SECOND LIVE READS DURING THE SHOW BY THE ANCHORS

(16) 10 SECOND BILLBOARDS IN THE SHOW

(2) ON-AIR INTERVIEWS DURING THE SHOW

(50) PROMOS IN JANUARY FOR THE CELEBRATION SHOW WITH YOUR LOGO AND BROUGHT TO YOU BY
- (6) SPOTS IN THE CELEBRATION SHOW

(1) FULL PAGE BACK COVER LISTING IN THE MUMMERS PARADE BOOK FOR THE SBA GALA

(12) BRANDING TO AIR ON LINCOLN FINANCIAL FIELD BIG SCREENS

(10) RESERVED VIP SEATS PROMOTION ON SBA SOCIAL MEDIA ACCOUNTS.

*Some advertising restrictions apply.





PHILADELPHIA
MUMMERS
PARADE



THANK YOU

SAM REGALBUTO

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