

Our events provide positive reach into the community for your business.



Old Town Warrenton had over **235,600 visitors** last year, a considerable number for a town of about 10,197 people

Compared to all residents of Virginia, visitors to Old Town Warrenton have much higher household incomes – the **median household income of Old Town Warrenton visitors is \$118,900** compared to the median Virginia household income of \$81,100. **About 36% of Old Town Warrenton visitors have household incomes higher than \$150,000**



Visits to Old Town Warrenton continue to climb steadily since 2021, increasing by over 9%.

The Warrenton Farmer's Market hosts over 30,000 visitors each year and generates \$743,000 in revenue for the vendors during peak season. The Market brings in visitors from over 8 other counties including Northern Virginia residents.



Please email: Director@OldTownWarrenton.org to get started.
LoveWarrenton.org



2025 Old Town Warrenton Events Sponsorships



Incredible community experiences such as Old Town After Hours (OTAH), The Warrenton Farmer's Market, GumDrop Square, and the Warrenton BrewFest are only possible through the generous help of our local businesses. With our sponsor packages below we can assure your business will be highlighted throughout the community.

Logo on our printed materials, emails & website.

Shoutout mentions on our social media throughout the year.

Logo placement on event Tshirts for OTAH and BrewFest.

Outdoor banner at BrewFest, Summer Farmer's Market & OTAH.

Sponsored Christmas tree at GumDrop Square.

Sponsored hanging basket on Main Street in Old Town.

PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,000	BRONZE \$750
✓	✓	✓	✓
✓	✓	✓	✓
✓ *Premier	✓	✓	
✓ *Large	✓ *Medium		
✓ *Large	✓ *Medium		
✓			

À LA CARTE

\$250+

Ideas can include individual event banners, flower basket sponsorships, GumDrop Square window displays & more. Email us and we can work on some great ideas together.



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Our mission is to foster and inspire an environment in Old Town Warrenton that enhances economic vitality while preserving the historic character of the community; and to promote a rich and appealing cultural atmosphere to live, play and do business.



We are asking for your help this year to continue bringing our incredible events to Old Town Warrenton.

The Warrenton Farmer's Market

Saturdays mean GREAT FOOD & community gathering at the Warrenton Farmers Market! Celebrating local farmers & artisans with locally grown food & gifts.



OTAH

Don't forget to head out (or stay out) for Old Town After Hours (OTAH) Spring through October. The fun continues with live music, food, and much more.

Warrenton BrewFest

Join us for this special Summer Old Town After Hours (OTAH) event featuring the areas best breweries. Last year was a sellout event and this year promises to be even bigger!



GumDrop Square

Enjoy the magic of the season during our FREE annual holiday event. Held in the historical John Barton Payne building, immerse yourself in this enchanting winter wonderland, visit with Santa, and share the joy of the season!

Restaurant Week

Where our local chefs show off their skills while providing a unique menu at a set price.



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