



THE CITY OF TUALATIN'S
WEST COAST GIANT PUMPKIN REGATTA
SPONSORSHIP OPPORTUNITIES



WWW.TUALATINOREGON.GOV/PUMPKINREGATTA

2026



The City of Tualatin's West Coast Giant Pumpkin Regatta is the most recognized fall event in the Northwest. Tens of thousands of spectators come from all over the country to watch costumed characters paddle giant pumpkins across the Lake of the Commons in a series of wacky races. This free community event includes pumpkin bowling, pumpkin golf, crafts, entertainment, food, and more.

Why Sponsor the West Coast Giant Pumpkin Regatta?

- 🎃 Align your brand with one of the Northwest's greatest fall celebrations reaching audiences nationally and internationally.
- 🎃 The Regatta draws an estimated 20,000-25,000 attendees.
- 🎃 Involve employees in the event through paddling a pumpkin or engaging with customers to build enthusiasm and teamwork.
- 🎃 Interact directly with thousands of customers and prospects.
- 🎃 Create brand awareness.
- 🎃 Supporting the Regatta is vital to the sustainability of the Northwest's greatest fall festival and allows it to remain free to the public.



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PUMPKIN REGATTA IS THE BEST!

- One of the “7 Best Fall Festivals in the United States” National Geographic.
- One of the “25 Best Fall Festivals in the United States” US News and World Report.
- One of the “25 Best Fall Festivals to Experience Across the US” - PureWow
- One of the “29 Best Fall Festivals and Fairs Across the United States” - Country Living
- One of the “10 Quirky Fall Festivals in the West” - AAA Via Magazine

PUMPKIN REGATTA IN THE NEWS!

- Washington Post
- New York Post
- Associated Press
- Weather Channel
- United Press International (UPI)
- Lonely Planet - *Secret Marvels of the World* book
- The Wall Street Journal
- CNN
- HGTV
- Food Network Magazine
- Sunset Magazine
- The Atlantic “Photos of the Week”
- Scholastic News

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Date: Sunday, October 18, 2026

Location: Tualatin Lake of the Commons

Estimated Attendance: 20,000-25,000

WAYS TO SPONSOR

Sasquash
\$3,000

Gourdzilla
\$1,800

10x10 space at the Pumpkin Regatta to promote your company

Included

Included

Option to increase booth space size to 10x20

\$1,000

Not Available

Opportunity to paddle a giant pumpkin in one of the races

1 Pumpkin

Not Available

Hand blown glass pumpkin sponsor gift

Included

Not Available

Banner on the lake railing where thousands will see it

Included

Included

Logo and link on the Pumpkin Regatta website (July 2026-June 2027)

Included

Included

Like and share of your company on the Regatta Facebook page

Included

Included

Category exclusivity (if available)

\$3,000

Not Available

Discount for returning 2025 sponsors or Tualatin businesses

(\$500)

(\$300)

To become a sponsor visit the website at TualatinOregon.gov/PumpkinRegatta. For more information contact Heidi Marx at hmarx@tualatin.gov.

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IMPORTANT SPONSORSHIP INFORMATION



- Sponsors with a booth at the event are required to provide either a free activity or a sustainable giveaway to help contribute to the overall fall-festival experience.
- Plan to distribute 1,000-3,000 samples or promotional items during the event.
- Sponsors are encouraged to decorate their booth in a fall/pumpkin theme.
- Invoices will be sent to the email on the sponsor application after July 1, 2026. Payment is due by September 30.
- The West Coast Giant Pumpkin Regatta draws a crowd of 20,000-25,000 people. Be prepared for very high foot traffic, and staff your booth accordingly.

