

Sponsor the Birmingham Greek Festival

53rd Annual · October 1–3, 2026 Holy Trinity–Holy Cross Greek Orthodox Cathedral · 307 19th Street South, Birmingham

Birmingham has gathered here for Greek food, music, and community since 1972. Sponsors stand with that tradition — on the grounds, and on the website people open when they decide what to eat, when to come, and how to find their way.

Your logo, on the phone in their hand

Sponsor logos rotate in a banner on our busiest pages — menu, map, home. Three logos show at a time, changing every 3.5 seconds. Tap one and it opens whatever page you choose: your site, your location, your menu.

2025 festival week, by the numbers

Metric	Result
Visits	~54,000
Page views	~80,000
On phones	~80%
Busiest day	Friday

Most page views went to the home page (~38,000) and the menu (~28,000). Visits are sessions, not unique people, and logos rotate — so not every visitor sees every logo every time. But sponsor presence sits on the pages Birmingham actually uses.

A direct-mail postcard costs \$0.50–\$0.80 per household, and most go straight into the trash. A festival sponsorship puts your name in front of someone on purpose — in the food line, at a table, or on the phone they open to check the menu.

Sponsorship levels

Level	Price	What you get	Express Pass
Presenting	\$10,000	Press releases. Radio and TV interviews. 8 social posts, 8 stage mentions. Main stage banner. Logo with link on the website. \$800 in gift cards. Category exclusivity — no competitor in your category. First pick of signage. Logo on our new festival map.	10 passes
Gold	\$5,000	Online ads. 5 posts, 5 stage mentions. Main stage banner. Logo with link on the website. E-blasts. \$500 in gift cards. Second pick of signage. Logo on our new festival map.	6 passes
Silver	\$3,000	3 posts, 4 stage mentions. Festival banner. Logo with link on the website. E-blasts. \$300 in gift cards. May buy any signage Presenting and Gold don't take.	4 passes

Level	Price	What you get	Express Pass
Bronze	\$2,000	2 posts, 3 stage mentions. Festival banner. Logo with link on the website. E-blasts. \$200 in gift cards. May buy remaining signage.	n/a
Event	\$1,000	1 post, 1 stage mention. Name on festival banner. \$100 in gift cards. May buy remaining signage.	n/a

Express Pass starts at Silver.

How the Express Pass works: Skip to the dedicated sponsor window at the food line no matter the traffic. Use any time during the festival.

Additional signage

Buy these on top of any package. Presenting and Gold choose their position first. Prices below are estimates — we'll confirm final numbers once we count available positions.

Signage	Price (est.)	Details
Fence — dine-in side	\$1,500 / position	Faces the seating area. People look at it for 30–45 minutes while they eat. Open to any sponsor.
Fence — drive-thru side	\$1,500 / position	Faces the drive-thru line. Cars wait 10–15 minutes with nothing else to look at. Open to any sponsor.
Fence — both sides	\$2,500 / position	One sign order, both audiences. Open to any sponsor.

Signage	Price (est.)	Details
**Cups	\$5,000, one sponsor only	Your name on every cup — about 20,000 served, each held 20–30 minutes. Paid in full before we order the print run.
**To-go boxes	\$4,000, one sponsor only	A sticker on every box — about 8,000 households take it home. Presenting chooses first, then Gold.

****Next year**

Join us

greekfestbirmingham.com/sponsorship

Proceeds support parish ministries and Birmingham-area charities. Since 1972, the festival has given more than \$3,000,000 locally.