

CELEBRATING 30 YEARS OF THE ROTARY/KIWANIS STREET FAIR

In 1991, the Rotary Club of the Caldwells and the Kiwanis Club of the Caldwells West Essex had a vision, namely to craft an old-fashioned street fair that would be fun for the entire family while at the same time raising funds to help our community. Thus, the Rotary/ Kiwanis Caldwell Street Fair was born. The first Street Fair was held in October 1992 and was a huge success, attracting almost 10,000 people. Since that time it has been held on the first Sunday of October and today attracts crowds in excess of 30,000!

THE VALUE OF YOUR SPONSORSHIP

Would you like **30,000** Sets of Eyes learning about your business?

Do you want to connect with your community and **increase your presence**?

Do you want to be **associated with Recognizable philanthropic organizations**, such as Rotary and Kiwanis Clubs?

IF YOU ANSWERED YES
Then Sponsorship of the Caldwell Street Fair is for **YOU!**

SPONSORSHIP COMMITTEE CONTACTS

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30th Annual
Rotary Kiwanis Caldwell Street Fair



973.618.0660 • www.caldwellstreetfair.com
www.facebook.com/streetfair/ • [@Caldwellstreetfair](https://twitter.com/Caldwellstreetfair)



SPONSORSHIP OPPORTUNITIES

Always the First Sunday in October



ALL SPONSORSHIP PACKAGES INCLUDE...

All Year Sponsorship Designations on Social Media & Website

Event Promo Posters to all merchants in The Caldwells/ Roseland/Verona

PR for your Business Logo on Local Press Release on Street Fair Day "Grid Iron" James Caldwell High School

Targeted Social Media Posting (Frequency Dependent on Sponsorship level)

Proud Sponsor Banners

SAPPHIRE SPONSOR \$7,500

Three (3) Street Fair Booths
Sapphire Sponsor Banner
Ten (10) Social Media Postings
Your Logo Featured on Building Banners & Staff T-shirts
Photo & Press Release in Local Online Newspapers

PLATINUM SPONSOR \$5,000

Two (2) Street Fair Booths
Platinum Sponsor Banner
Five (5) Social Media Posting
Your Logo Featured on Building Banners & Staff T-shirts
Photo & Press Release in Local Online Newspapers

GOLD SPONSOR \$3,000

One (1) Street Fair Booth
Gold Sponsor Banner
Four (4) Social Media Postings
Your Logo Featured on Building Banners & Staff T-shirts
Photo & Press Release in Local Online Newspapers

SILVER SPONSOR \$1,800

One (1) Street Fair Booth
Silver Sponsor Banner
Three (3) Social Media Postings
Your Name Featured on Staff T-shirt

BRONZE SPONSOR \$1,500

One (1) Street Fair Booth
Bronze Sponsor Banner
Two (2) Social Media Postings
Your Name Featured on Staff T-shirt

FIRST TIME SPONSOR \$1,200

One (1) Street Fair Booth
First time Sponsor Banner
One (1) Targeted Social Media Posting