



2021 Retro Fishawack Festival

Sponsorship Opportunity Business Exposure

September 24th, 25th, and 26th
(Friday 4pm to 7pm, Saturday 10am to 7pm, Sunday 4pm to 7pm)

Be a part of
Chatham's
50th Annual
Fishawack
by becoming an
event sponsor!

Custom packages are available – Contact Janice Piccolo at 201-650-3187 or jpico@chathamborough.org

The Retro Fishawack Festival is recognized by I.R.S as an 170(c)(1) NFP Organization

	Fishawack Presenting Sponsor	MAJOR SPONSORSHIPS											
		Kids' Fun Zone	Business Directory Media Insert	Friday Gazebo Stage Live 4pm – 7pm	Saturday Gazebo Stage Live 10a – 7pm	Sunday Gazebo Stage Live 4pm – 7pm	Sunday Rock-n-Roll Racing	Dining Court	Roving Event Vehicle	Senior Lounge	Sustainable Fair	Friend of the Festival	Name your Own! \$500 Minimum
SPONSOR BENEFITS	\$5,000	\$5,000	\$5,000	\$2,000	\$3,500	\$2,000	\$2,500	\$2,500	\$1,500	\$1,000	\$500	\$250	TBD
"Presented by" tag line	✓												
Top logo placement on all lists	✓												
Gazebo stage speaking opportunity	✓			✓	✓								
Sponsor Event Banner at sponsorship location	Gazebo Title Sponsor	Kids' Zone	Information Booth	Gazebo Stage	Gazebo Stage	Gazebo Stage	Kid's Zone	Dining Court		Senior Lounge			
Sponsor Event Sign									On Vehicles				
Logo on the Business Directory/Media Insert (dist. 6,500)	Title Sponsor	Logo	Prominent Logo Ad	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	
Complimentary Ad in Media Tabloid	Full Page	Half Page	Half Page	Quarter Pg.	Half Pg.	Quarter Pg.	Quarter Pg.	Quarter Pg.					
Business card ad in the Business Directory/Media Insert (dist. 6,500)	✓		✓		✓								
Logo on Official Event Poster	Title Sponsor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo and Listing on Event Web Pages and Media Ads	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event Spaces - 10x10	Unlimited	2	2	2	2	2	2	2	1	1	1	1	
Pre-Event Press Release Mention	✓	✓	✓	✓	✓	✓	✓	✓		✓			
Acknowledgement on Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Kids Fun Zone/Rock-n-Roll Racing Tickets	8 Wristbands	8 Wristbands			6 Wristbands		4 Wristbands						
Priority Event Space Location	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Self-Provided Promotional Items at Info Booth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

Pledge today to avoid benefit omissions! Deadline is August 13th, 2021.

2021 Retro Fishawack - Sponsorship Request

Business Name as used for listing: _____

Address: _____

Contact Name: _____

Business Phone: _____

Mobile Phone: _____

Email: _____

Sponsorship Level: \$ _____

Recognized by the IRS as an 170(c)(1) NFP Organization

Sponsorship Name: _____

Signature: _____

Return to Janice Piccolo, Director, Community Services Dept.
54 Fairmount Avenue, Chatham, N. J.

Event Space Pricing

Event Sponsors		See above
Food Vendors	\$225	WAIVED
Businesses	\$125	WAIVED
Nonprofits	\$50	WAIVED
Fire Permit	\$54	WAIVED

Registration Application

Please visit www.fishawack.org

Payment

Make checks payable to: "Chatham Borough Retro Fishawack 2021"

Mailing Address:

Community Services Dept.
54 Fairmount Avenue,
Chatham, N.J. 07928

Sponsorship Deadlines

Logos, ads, and payments, are all due

August 13th, 2021.

Information

- The shops will be open from 4 PM to 7 PM on Friday and Sunday, and 10 AM to 7 PM on Saturday.
- Setup times for Friday and Sunday will be 3 to 4 PM, and 8 to 10 AM on Saturday.
- Each exhibit includes a 10 x 10 ft. space. Please provide own tent, table, and chairs.
- All exhibits must be free standing; no materials may be mounted. All tents must be sufficiently weighted!
- Vendor parking is located in the Railroad Plaza North Parking Lot.
- Space assignments will be emailed the Wednesday prior to the Event.

Submitting Logos

- The company logo must be submitted as an Illustrator EPS file, JPEG, or PDF with fonts converted to outlines. If no logo is provided, the company name will be used.
- Submit your artwork at the time that you register your sponsorship. Email it to: jpico@chathamborough.org



Chatham's Fishawack Festival

A Celebration of Cultural Heritage

Annual Fishawack Festival to be held in Chatham on

Friday - September 24, 2021 from 4pm - 7pm

Saturday - September 25, 2021 from 10am - 7pm

Sunday - September 26, 2021 from 4pm - 7pm

Special Section to be inserted into the

**Madison Eagle, Chatham Courier, Florham Park Eagle
Hanover Eagle, Morris NewsBee**

Publication date: September 16, 2021

Deadline: Monday, August 23, 2021

**Join us to promote your business
at this town-wide festival**

SIZE	DIMENSION	COST
1/8 H	4.8"W x 2.3"T	\$125.
1/4	4.8"W x 4.6"T	\$185.
1/2 H	9.8"W x 4.6"T	\$310.
1/2 V	4.8"W x 9.6"T	\$310.
Full	9.8"W x 9.6"T	\$505.
Back Page	9.8"W x 9.6"T	\$625.



Includes full color

*Please contact your
sales representative
to reserve your
advertising space*



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mliloia@newjerseyhills.com

www.newjerseyhills.com