



## **33<sup>rd</sup> Annual 'Uptown' Northampton Street Fair**

### **Sponsorship Opportunities**

**SEPTEMBER 10th, 2022 | 11 AM – 3 PM | Main Street, Northampton  
(No Rain Date)**

**Audience:** For 33 years, this annual event has brought thousands of people through Main Street Northampton, with 100+ craft, business and food vendors live music, and other great family-oriented activities.

As always, the success of the Street Fair depends, in large part, on the spirit and support of the business and civic community. We are asking for your participation as a sponsor to help keep this tradition strong while helping to promote your business!

#### **Available Sponsorship Opportunities for 2022:**

##### **CHAMBER EXCLUSIVE: Presenting Sponsor \$5,000**

- Prominent recognition as the Presenting Sponsor on the poster, schedule of events, and press release
- Highest prominence recognition as Presenting Sponsor on promotional materials, flyer, Chamber Connection magazine (seen by 6,000 + Chamber Members & 250,000 employees of Members)
- Banner displayed in central location in during all activities (company must provide, pull-up preferred for best exposure)
- Recognition as Presenting Sponsor over the public address system
- Opportunity to address attendees on public address system during opening remarks
- Social media mentions as Presenting Sponsor leading up to, on the day and after the event
- Listed as Presenting Sponsor on GLVCC webpages and Facebook event page
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.
- Opportunity to distribute your branded give-a-ways (At Chamber Booth or your own booth)

##### **Uptown Stage Sponsor: (1 Available) \$1500 Chamber Rate | \$2500 Future Member Rate**

- Banner displayed at on Uptown Stage during entertainment acts (must provide, pull-up preferred for best exposure)
- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Recognition as Uptown Stage Sponsor over the public address system
- Opportunity to announce the entertainment act over the public address system
- Listed as Uptown Stage Sponsor on GLVCC webpages and Facebook event page
- Social media mentions as Uptown Stage Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

##### **Entertainment Sponsor (2 Available): \$1000 Chamber Rate | \$2000 Future Member Rate**

- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Recognition as Entertainment Sponsor over the public address system each time we introduce bands and other entertainment
- Listed as Entertainment Sponsor on GLVCC webpages and Facebook event page
- Social media mentions as Entertainment Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Community Partner Sponsor:** **\$850 Chamber Rate | \$1700 Future Member Rate**

- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Recognition as Community Partner Sponsor over the public address system
- Listed as Community Partner Sponsor on GLVCC webpages and Facebook event page
- Social media mentions as Community Partner Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Giveaway Sponsor** **\$750 Chamber Rate | \$1500 Future Member Rate**

- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Recognition as Giveaway Sponsor over the public address system throughout the day
- Logo printed on stickers attached to giveaways at the Chamber Booth
- Social media mention as Giveaway Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Uptown Sponsor** **\$500 Chamber Rate | \$1000 Future Member Rate**

- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Recognition as Uptown Sponsor over the public address system throughout the day
- Social media mentions as Uptown Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Comfort Station Sponsor** **\$300 Chamber Rate | \$600 Future Member Rate**

- Logo included on the poster, schedule of events, and press release, and business mentioned in the press release
- Signage at the comfort stations (bathrooms) showcasing your business as the Comfort Station Sponsor
- Recognition as Comfort Station Sponsor over the public address system throughout the day
- Social media mentions as Comfort Station Sponsor
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Main Street Sponsor** **\$150 Chamber Rate | \$300 Future Member Rate**

- Business name listed press release
- Social media mentions as Front Street Sponsor
- Recognition as Main Sponsor over the public address system
- Your company's exhibit space (10x10) with premium placement (table and tent not provided) \*Please attendance confirm with sponsorship; we will provide you with an application and fee will be waved.

**Supporting Sponsor:** **\*Whatever you would like to donate**

- Business name listed press release
- Recognition as a Supporting Sponsor over the public address system
- Social media mentions as Supporting Sponsor

**For more information, please contact Jessica O'Donnell at 610-573-4010 or via email at [jessicao@lehighvalleychamber.org](mailto:jessicao@lehighvalleychamber.org) or Kylie Adams-Weiss at 484-548-4090 or via email at [kyliea@lehighvalleychamber.org](mailto:kyliea@lehighvalleychamber.org).**

