



May 27, 2025

Dear Califon-area Business/Organization:

2025 marks the 12th anniversary of the Califon Street Fair! Over the past twelve years, the Fair has grown in size and popularity, with an estimated 2,000 attendees—it is one of the most anticipated events on the Califon Parks and Recreation Committee (PARC) calendar.

For 2025, we are featuring an expanded downtown fair zone that will include two fantastic bands, a beer garden and music at the Califon Fire Company, food trucks, and a Kid Zone with games and activities. Local businesses and over 50 artisans and makers will line the street from the bridge to Califon Lumber. And of course, there will be the increasingly popular Pie Eating Contest!

The Street Fair will be held on Sunday, Oct 12th, from 11:00 a.m. to 4:00 p.m. This special day is a wonderful opportunity to showcase our special town, businesses, and people. We are seeking your sponsorship for the Fair, which is a great opportunity to promote your business and show your Califon pride!

There are five levels of sponsorship available but, of course, we welcome any and all donation amounts.

- 1) Platinum (\$1,000)
- 2) Gold (\$500)
- 3) Silver (\$250)
- 4) Bronze (\$100)
- 5) Friends of the Fair (\$50)

Details of what is included are contained in this packet. *Your business could use this opportunity to reach even more neighbors with your products, services, and/or message!*

If you have any questions, please contact Jason Beard at jasonTbeard@yahoo.com or 201-725-7362.

Thank you for your valued support,

The Califon Parks and Recreation Committee

Califon Street Fair Sponsor Recognition & Benefits

All donations will be recorded and documented in our annual report. Depending on your level of sponsorship, recognition will be mentioned on flyers, brochures, banners/signs, press releases, announcements, programs, shirts, and more. In addition, introductions will be made at sponsored events, letters of gratitude will be sent and, when possible, a photo of the event will be attached so you can see what your donation made possible.

The 2025 Street Fair Sponsorship tiers and benefits are as follows:

Platinum Sponsor: \$1,000

- Top billing on all promotional print, online, radio, and social media promotions*
- Large banner with your logo displayed near the main stage at the event
- Large logo on Street Fair T-shirts (top row)
- Large logo on Street Fair posters and banners
- Premium vendor parking on event-day
- Recognition at the event through acknowledgment of individuals in attendance
- Headlining announcements made at the event
- Official thank you letter
- One Large Street Fair T-shirt
- A vendor booth at the Street Fair in a premium location†

Gold Sponsor: \$500

- Mentions in all promotional unpaid advertising
- Large banner with your logo displayed at the event
- Medium logo on Street Fair T-shirts (second row)
- Medium logo on Street Fair posters and banners
- Premium vendor parking on event day
- Recognition at the event through acknowledgment of individuals in attendance
- Official thank you letter
- One Large Street Fair T-shirt
- A vendor booth at the Street Fair†

Silver: \$250

- Mentions in all promotional unpaid advertising
- Small banner with your logo displayed at the event
- Small logo listed on Street Fair T-shirts (third row)
- Name on Street Fair posters (no logo)
- Recognition at the event through acknowledgment of individuals in attendance
- Official thank you letter
- One Large Street Fair T-shirt
- A vendor booth at the Street Fair†

Bronze: \$100

- Mentions in all promotional unpaid advertising
- Official thank you letter
- One Large Street Fair T-shirt

Friends of the Fair: \$50

- Name listed on Street Fair T-shirt and
- Formal “thank you” on website and social media

* Placement in each format of advertising listed is contingent on the type of ads placed for the Fair.

† Any permits or insurance requirements (and all applicable fees) are the responsibility of the sponsor in addition to the sponsorship amount.

Califon Street Fair Sponsor Form

Date of Fair: October 12, 2025

Sponsor Payment deadline for advertising purposes: August 15th, 2025

YES! Please include our organization/business as a Califon Street Fair Sponsor!

Please select sponsorship level (see back for explanation of tiers and benefits):

- ☐ **Platinum Sponsor: \$1,000**
- ☐ **Gold Sponsor: \$500**
- ☐ **Silver Sponsor: \$250**
- ☐ **Bronze Sponsor: \$100**
- ☐ **Friend of the Fair: \$50**

Name of Organization/Business (as you would like it to appear):

Name of Authorized Person/Contact: _____

Address: _____

Email: _____ **Phone:** _____

I HAVE A LOGO (please circle one): Yes / No

I would like a table at the Street Fair*: Yes / No

**Please complete additional registration at www.CalifonStreetFair.com*

Send registration and payment by August 15th to:

**Borough of Califon
39 Academy Street, Califon, NJ 07830
Attn: Jessica Daehnke
jdaehnke@califonboro.net
Phone 908-832-7850 ext 204**

Borough use only:

Signature of PARC Chair: _____ Date: _____

Signature of Administrator: _____ Date: _____

Please note: there is no rain date for the Califon Street Fair. In the event that the Fair cannot be held due to weather, there will be no refunds. PARC will work to ensure that as many sponsor benefits as possible that are not event-dependent can be delivered in advance and after the planned Fair date.

* Placement in each format of advertising listed is contingent on the type of ads placed for the Fair.

† Any permits or insurance requirements (and all applicable fees) are the responsibility of the sponsor in addition to the sponsorship amount.