



52nd Annual

# MARKET DAYS FESTIVAL

## Partnership Package

*June 25 - June 27*

[marketdaysfestival.com](http://marketdaysfestival.com)



# About Market Days

*3 Days of Fun*



**50,000**

attendees to Main St.  
in Downtown Concord.

Market Days started as a humble sidewalk sale and has since transformed into a premier outdoor entertainment experience. Over the years, it has expanded in size and energy, becoming more dynamic than ever.

Today, the event features three stages of live music, a diverse array of free activities for both children and adults, and an impressive lineup of over 160+ vendors offering food, retail, and nonprofit showcases.



**3 Live Stages**



**160+ Vendors**



**Beer Tents**



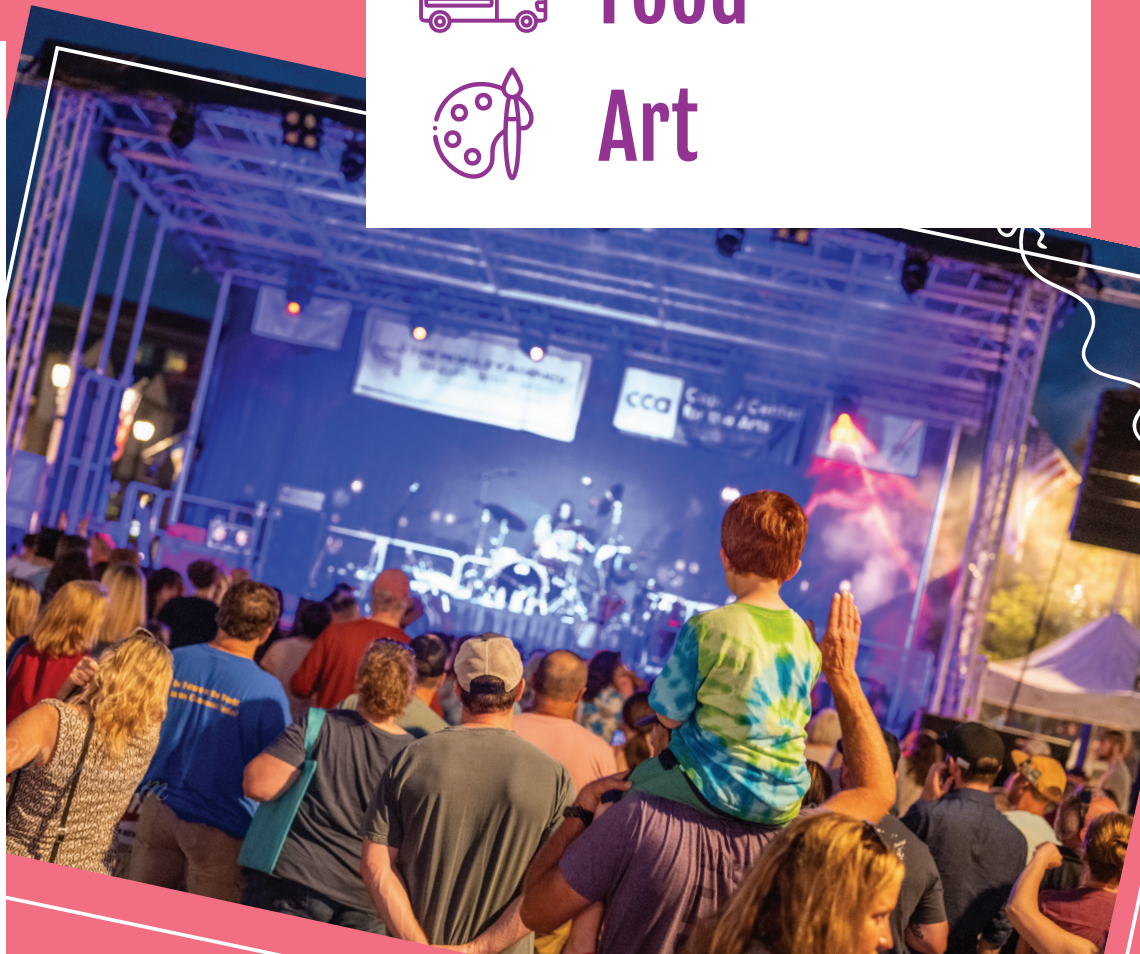
**Kids Activities**



**Food**



**Art**





# Why Sponsor US

## *Key Influencers*

### Economic Boost

Supports local businesses by attracting thousands of visitors to downtown Concord.

### Community Engagement

Strengthens community spirit by bringing people together in a lively, festive atmosphere.

### Tourism & Visibility

Draws visitors from New Hampshire and surrounding states, promoting Concord as a regional destination.

### Free & Accessible Entertainment

Provides multiple stages of live music and performances at no cost, making it accessible to all.

### Family-Friendly Fun

The festival offers interactive activities for kids and adults, from games and workshops to hands-on experiences



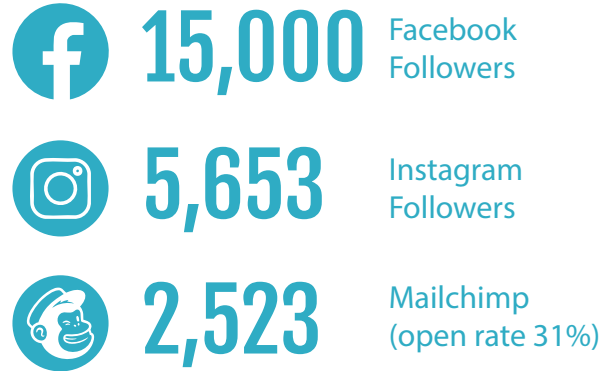
For many of the business owners, like Elyssa Aljeri at Lilise Designer Resale, this is their biggest week of the summer, comparable to Christmas.



## Market Days Festival



## Intown Concord







# MARKET DAYS FESTIVAL

## Let Us Promote Your Brand

Market Days is brought to life by our small but dedicated team at Intown Concord. As a nonprofit organization, Intown Concord operates with two full-time staff members and an intern. Our efforts are strengthened by a dedicated working Board, the Market Days Planning Committee, and a passionate team of volunteers who make this event possible year after year.

### Media Partners:



### Market Days Festival has been voted:

Best Event  
by Concord  
Insider readers

Best of the  
Best Community  
Event by  
The Hippo readers

Intown Concord collaborates with media partners to promote the Market Days Festival, utilizing a diverse range of marketing efforts valued at over \$30,000 annually.





# Sponsorship Levels



	Presenting \$15,000	Specialty \$7,500	Gold \$5,000	Sustainability \$3,500	Silver \$2,500	Bronze \$1,500	Street Performance \$500
<b>Exhibitor Booth</b> Includes distribution of products	30'x15'	20'x15'	20'x15'	10'x15'	10'x15'	10'x15'	✗
<b>Brand Recognition</b> On all marketing materials including poster and map	Prominent Logo	Logo	Logo	Logo at recycling stations	Smaller Logo	Name	Name next to sponsored performance
<b>Company Banner</b> Displayed during event	Main Stage	ITC Choice	ITC Choice	ITC Choice	ITC Choice Static Logo	ITC Choice	✗
<b>Company Marketing</b> Market Days Website & E-blast	Banner Ad 8 Newsletters	Tile Ad 4 newsletters	Logo 4 newsletters	Logo 3 newsletters	Logo 2 newsletters	✗	✗
<b>Choice of Specialty</b> Entertainment, Beer Tent, Kids Zone, Doggy Splash Zone	Main Stage	✓	Logo	Logo	✗	✗	✗
<b>Verbal &amp; Printed Acknowledgement</b> (b4, during, after)	✓	✓	✓	✓	✓	✓	✓
<b>Complimentary Intown one-year membership</b>	✓	✓	✓	✓	✓	✓	✓
<b>Business Announced at Main Stage</b>	✓	✓	✓	✓	✓	✓	✗



# Be Part of this Event

## *Sponsor And Connect*



✓ **Yes! We want to be a sponsor for the Market Days Festival!**

Level \$ \_\_\_\_\_

☐ Check attached   ☐ Credit Card

Card # \_\_\_\_\_

Exp. \_\_\_\_\_

CVV# \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_