



Dear Medford Businesses and Community Organizers,

CACHE is excited to bring back our Circle the Square street festival in Medford Square this summer. In the past, the event was held on a Thursday afternoon, but we are moving the event to Saturday, which we hope will make it available to even more participants and attendees. So please save the date: **Saturday, June 18th, 3:00-7:00 p.m** (rain date Sunday, June 19th, 3:00-7:00 pm).

By participating in Circle the Square you have the opportunity to support the vibrant and growing arts community in Medford while at the same time increasing the visibility of your business or organization. As always, there are many ways you can contribute to Circle the Square including:

- Be a sponsor. Please see below for details on sponsorship levels.
- Offer an activity in your business or at one of our venues during the event to help draw people into Medford Square and bring attention to your business or organization.
- Donate gift certificates, prizes and/or supplies needed to run the event.
- Participate in a scavenger hunt or other activity that keeps people circulating through the Square and into your business.
- Provide volunteers to help out on the day of our event.

If you are interested in participating in Circle the Square this June, please fill out this [form](#). Please also make sure to read the attached information. Feel free to contact us with any ideas you may have for new activities and programming at our events.

Thank you for all your support, which is such an important part of the success of our events. Please help us make this year's Circle the Square another great success!

We are looking forward to this wonderful event!

All the best,

Laura Brereton

Programs Director, CACHE

[www.cacheinmedford.org/circle-the-square](http://www.cacheinmedford.org/circle-the-square)

[cacheprograms@gmail.com](mailto:cacheprograms@gmail.com)



## Sponsorship Information Circle the Square 2022

Levels of sponsorship for 2022 for individual businesses, organizations, or persons:

### **Bronze Level Sponsor - \$175 – Deadline May 30**

- Logo on event schedule (approx. 300 printed schedules, plus schedule posted to website and social media)
- Logo on Community Partners page of the [www.cacheinmedford.org/circle-the-square](http://www.cacheinmedford.org/circle-the-square) website
- Mention in sponsor acknowledgement prior to event on Circle the Square's Facebook and Twitter feeds

### **Silver Level Sponsor - \$350 – Deadline May 30**

- Logo on event schedule (approx. 300 printed schedules, plus schedule posted to website and social media)
- Logo on Community Partners page of the [www.cacheinmedford.org/circle-the-square](http://www.cacheinmedford.org/circle-the-square) website
- Mention in sponsor acknowledgement prior to event on Circle the Square's Facebook and Twitter feeds
- Logo on Circle the Square's Facebook and Twitter banners (approx. 1,200 Facebook followers and approx. 900 Twitter followers)

### **Gold Level Sponsor - \$500 - Deadline May 1**

*All benefits at Silver Level Sponsor plus:*

- Logo on all posters and postcards (approx. 150 posters and 500 postcards)
- Logo on all pages of the [www.cacheinmedford.org/circle-the-square](http://www.cacheinmedford.org/circle-the-square) website
- Named sponsor in press releases

### **Platinum Level Sponsor - \$1,000 – Deadline May 1**

*All benefits at Gold Level Sponsor plus:*

- Logo on flyers distributed to schools and places of worship (approx. 3,000 flyers)
- Mention as main sponsor in press releases and online event listings

### **Diamond Level Sponsor - \$2,000 - Deadline April 1**

*All benefits at Gold Level Sponsor plus:*

- Large, prominent logo on all posters, postcards, school flyers, and monthly schedules distributed in and around Medford (approx. 150 posters and 500 postcards, 3,000 school flyers and 300 print schedules)
- Logo on festival banners and event lawn signs

**Please make checks payable to CACHE in Medford, Inc. and send to:**

CACHE in Medford, Inc.  
One Shipyard Way, #204  
Medford, MA 02155

CACHE is a registered 501(c)(3) non-profit corporation and all donations are tax deductible to the extent permitted by law.



## General Information for Participating Businesses + Organizations

Promote your business or organization at Circle the Square, a free, all-ages street festival in Medford Square that features live music, public art, food, and activities for all. The event is scheduled for Saturday, June 18th from 3:00-7:00 pm (rain date Sunday, June 19th, 3:00-7:00 pm).

If you are interested in participating in our event, please fill out this business/organization vendor [form](#). Space is limited. Priority will be given to vendors who apply early. However, we reserve the right to choose which vendors to include, at our sole discretion.

**There is no fee to participate. However, we require that all participating businesses and organizations provide an activity to engage and entertain the public, such as a craft or game.**

When planning your activity, keep in mind that we are an all-ages event, so please consider activities that will be appealing to all attendees, and not only young children. Also, because we already provide live music and other performers throughout the Square, and also provide face painters, **please do not plan activities that include music or face painting, and please do not arrange for any other performers without consulting with us first.** Feel free to contact us to discuss ideas for activities.

### Terms of participation:

- Event runs from 3:00-7:00 p.m. Set-up starts at 1:30 p.m. Vendors should be completely set-up by the start of the event at 3:00 p.m.
- Each vendor space is a maximum of 10' x 10'.
- Vendors must provide their own tables, chairs and tents.
- We will send you an email by Thursday, June 16 letting you know the location of your space.
- **Vendors should not begin to pack up their area until the conclusion of the event at 7:00 p.m. Vendors who leave early may not be invited to participate in future events.**
- Vendors will be responsible for cleaning the area they occupied prior to leaving.
- We are not able to provide electricity for vendor tables.
- On arrival, please unload your vehicle immediately and move it to the designated parking lot. We will have volunteers available to assist you with unloading.
- To avoid ticketing, all vendors must display the Circle the Square parking placard on their windshield and park in the municipal lot on the corner of Clippership Drive and Riverside Avenue. CACHE in Medford, Inc. and Circle the Square will not be responsible for any parking fines incurred as a result of a vendor's failure to display the parking placard and park in the designated parking lot.

**Questions?** Please contact Laura Brereton at [cacheprograms@gmail.com](mailto:cacheprograms@gmail.com).