



Dear Medford Businesses and Community Organizers,

CACHE is excited for the Circle the Square street festival in Medford Square this summer. Please save the date: **Saturday, June 15th, 3:00-7:00 p.m** (rain date Sunday, June 16th, 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. **Please note: this year we are experimenting with a new layout for the event. We will be centralizing the festivities to the Rose Sloan Garden (in front of Metro Credit Union), Riverside Ave. (which will be pedestrian), Riverside Plaza, and River St. (also pedestrian).**

As always, there are several 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 sites 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.
- Provide volunteers to help out on the day of our event.

Please also make sure to read below for information about sponsoring and/or participating at Circle the Square.

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 festival!

We are looking forward to this wonderful event!

Kind regards,
Laura Brereton
Programs Director, CACHE
617-308-7218
www.cacheinmedford.org
cacheprograms@gmail.com



Circle the Square 2024 Sponsorship Information

Levels of sponsorship for 2024 for businesses, organizations, or individual persons:

Bronze Level Sponsor - \$200 – Deadline May 15

- Logo on event schedule (both printed and digital)
- Logo on Community Partners page of the CACHE website
- Mention in sponsor acknowledgement prior to event on Circle the Square's Facebook and Twitter feeds

Silver Level Sponsor - \$350 – Deadline May 15

All benefits at Bronze Level Sponsor plus:

- Logo on Circle the Square's Facebook and Twitter banners (approx. 1,000 Facebook followers and approx. 650 Twitter followers)

Gold Level Sponsor - \$500 - Deadline May 1

All benefits at Silver Level Sponsor plus:

- Logo on all posters and postcards (approx. 100 posters and 1500 postcards)
- Logo on all pages of the CACHE 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 (approx. 5,000 flyers)
- Mention as main sponsor in press releases and online event listings

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.



Circle the Square Business/Organization Vendor Information

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 15th from 3:00-7:00 pm (rain date Sunday, June 16th, 3:00-7:00 pm).

If your organization or business is interested in participating at our event, [please fill out this 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.

In lieu of charging a vendor table fee, we require that all participating businesses and organizations provide an activity to engage and entertain the festival-goers, 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 throughout the Square, and we 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 13th 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.
- Vendors and volunteers can park for free during the event in the parking lot behind Medford City Hall, in between Vida Real church and the Hyatt Hotel. All vendors and volunteers parking in this lot must have a Circle the Square placard displayed in their windshield. Placards will be emailed ahead of time, and also available at the event. CACHE 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. More information will be shared as the event date approaches.

Questions? Please contact Laura Brereton at cacheprograms@gmail.com.