



2018 Circle the Square Event Season

Dear Medford Businesses and Community Organizers,

CACHE is excited to return this summer for our seventh season of Circle the Square street festivals in Medford Square, and to make use of the newly-renovated Riverside Plaza as one of our event venues.

Our events are held on the third-Thursday of the month from 3:30-7:30 p.m., and our dates and themes for this summer will be:

Thursday, June 21 – Bountiful Medford
Thursday, July 19 – Medford Is Home

Your participation in Circle the Square gives you 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 attached 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 on the day of our events to help out.

If you are interested in participating in Circle the Square this summer, please complete the attached Vendor Application. Please also 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 to make this season of Circle the Square another great success!

**Visit our website www.CircleTheSquare.org to connect with us
or email us at circlethesquaremedford@gmail.com.**



Circle the Square 2018 Sponsorships

The following are available levels of sponsorship for our 2018 season

One-Month Sponsor - \$250 – Deadlines: for June event May 31; for July event June 30

- Logo on that month's schedule (approx. 300 printed schedules distributed each month, plus schedule posted to website and social media)
- Logo on Community Partners page of the www.circlethesquare.org website
- Mention in sponsor acknowledgement prior to event on Circle the Square's Facebook and Twitter feeds

Bronze Level Sponsor - \$500 – Deadline May 31

- Logo on all monthly schedules (approx. 300 printed schedules distributed each month, plus schedule posted to website and social media)
- Logo on Community Partners page of the www.circlethesquare.org website
- Mention in sponsor acknowledgement prior to each event on Circle the Square's Facebook and Twitter feeds
- Space for business banner at both events for the season

Silver Level Sponsor - \$1,000 - Deadline May 1

All benefits at Bronze Level Sponsor plus:

- Logo on all posters and postcards (approx. 150 posters and 2,000 postcards)
- Logo on all pages of the www.circlethesquare.org website
- Named sponsor in press releases
- First choice of location of banner at events each month (first come, first served)

Gold Level Sponsor - \$2,500 – Deadline May 1

All benefits at Silver Level Sponsor plus:

- Logo on flyers distributed to schools and places of worship (approx. 5,000 flyers)
- Mention as main sponsor in press releases and online event listings

Platinum Level Sponsor - \$5,000 - 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 2,000 postcards, 5,000 school flyers and 300 print schedules)
- Logo on festival banners and event lawn signs
- Logo on banner on Circle the Square's Facebook page

Please make checks payable to "CACHE in Medford, Inc."

Circle the Square
c/o CACHE in Medford, Inc.
One Shipyard Way, #204
Medford, MA 02155
www.circlethesquare.org

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

**CACHE in Medford's Circle the Square
Business/Organization 2018 Vendor Application
Thursdays, June 21, 2018 and July 19, 2018 - 3:30-7:30 pm**

Application Deadlines: May 31, 2018 to participate in our June 21 event
 June 30, 2018 to participate on our July 19 event

Promote your business or organization at Circle the Square, a free event for all ages that features live music, public art, food, and activities for all. Please email your completed application to circlethesquaremedford@gmail.com. Space is limited, and vendors will be accepted on a first come, first served basis.

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.** Our June theme will be "Bountiful Medford" and our July theme will be "Medford Is Home." You may, but are not required to, use the theme to inspire your activity. Feel free to contact us to discuss ideas for activities.

Business/Organization Name:

Address:

Contact Person:

Email:

Phone:

Website:

Description of Activity:

Event(s) Requested: June July Both Events

By signing below you agree to the following terms:

- Events run from 3:30-7:30 p.m. Set-up starts at 2:00 p.m. Vendors should be completely set-up by the start of the event at 3:30 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 the Tuesday before the event letting you know the location of your space.
- Vendors should not begin to pack up their area until the conclusion of the event at 7:30 p.m.
- 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.

Signature

Date

Questions? Please contact Laurel Siegel at circlethesquaremedford@gmail.com 781-395-2712