



The greatest day of play is back.
Come play in the street.

Sunday September 15th, 2019

The Village's most anticipated and largest free family festival, PlayDay South Orange invites children and adults alike to explore dozens of interactive ways to play, awe-inspiring inflatables and extreme challenges, food and live entertainment, and so much more — all focused on bringing the community together for a day of fun, family, and play!

- **5,000+ attendees from throughout Essex County and beyond •**
- **Free family festival with dozens of interactive ways to play •**

Presenting Sponsor \$7,500

(1 available, category exclusivity)

- Recognition as lead presenting sponsor
- Premier recognition and logo branding on all digital and printed marketing materials, including websites, social media, e-blasts, and press releases
- Exclusive naming rights to a highly visible PlayDay Main Stage
- Exclusive 10'x20' exhibit space, with tent, in a prominent area within event footprint
- Logo placement in advertising for Village Green, SOMA Living and other media outlets
- Logo printed on all-access wristbands and event guide cover
- Three sponsored social media posts
- Prominent logo recognition on all event banners and signage
- Opportunity to provide remarks from the stage during event
- Ten (10) complimentary all-access wristbands for your guests

Extreme Play Area Sponsorship \$5,000

(1 available, category exclusivity)

- Recognition and logo branding on all digital and printed marketing materials for the event, including website, social media, e-blasts, event banners, and press releases
- Naming rights to a highly visible Extreme Play Area (i.e. Rock Wall, Euro Bungee, SuperSlide)
- 10'x10' sponsor space in a prominent area within event footprint
- Logo placement in digital banner advertisement in Village Green
- One sponsored social media post
- Verbal recognition during event program
- Five (5) complimentary all-access wristbands for your guests

playdaysouthorange.org

*Rain Date: September 22, 2019

Play Area Sponsorship \$3,000

(6 available, category exclusivity)

- Recognition and logo branding on all digital and printed marketing materials for the event, including website, social media, e-blasts, event banners, and press releases
- Naming rights to a highly visible PlayDay Play Area (i.e. Art Experience, Table Games, Sport Court, Inflatable Zones, Street Games, Carnival)
- 10'x10' sponsor space, with tent, in a prominent area within event footprint
- Logo placement in advertising for Village Green, SOMA Living and other media outlets
- Two sponsored social media posts
- Verbal recognition during event program
- Three (3) complimentary all-access wristbands for your guests

Supporting Area Sponsor \$1,000

- Recognition and logo branding on digital and printed marketing materials for the event, such as website, social media, e-blasts, event banners, and press releases
- 10'x10' sponsor space in a prominent area within event footprint
- Two (2) complimentary all-access wristbands for your guests

Friend Sponsor \$500

- Recognition and logo branding on digital and printed marketing materials for the event, such as website, social media, e-blasts, event banners, and press releases

SOVCA's Digital Reach Includes:

- An email list of approximately 2,200 subscribers in the SOMA area
- Approximately 2,400 followers on Facebook and 1,000 on Instagram



South Orange
Village Center Alliance

Past Sponsors Have Included

