

**Sunday, May 30, 2010**



Oradell is a borough in Bergen County, New Jersey. Event visitors not only come from Oradell but also from the surrounding communities of New Milford, Emerson, Westwood, Bergenfield, Paramus, Dumont & Haworth. The main thoroughfare will be transformed into a pedestrian marketplace with over 200 vendors, festival food favorites, children's rides & activities and non-stop entertainment. This event is free to attend and offers something for everyone.

Organization: Special Events Committee, Borough of Oradell  
& Date Sunday, May 30, 2010 Open to the public from 10am-5pm.

Event Location: Kinderkamack Road, Oradell, NJ

Audience: Population in July 2008 was 7,780 with an estimated median household income of \$114,897. An estimated audience of 40,000 is expected to attend. Targeted attendee is mainly 25-50 with a emphasis on family.

Highlights: This mile long event route with will feature a wide variety of exhibitors, festival food favorites, kids rides & attractions, pony rides & petting zoo, non-stop music & entertainment, special giveaways, retail establishments & restaurants will showcase their specialties

Sponsor Direct brand exposure to 40,000 consumers reached with product placement through sampling, coupons, contests and on-site direct response promotions. This event is supported with a strong local media presence including newspapers, posters, on line and event banners that will feature your brand. Sponsorships will have their company name or logo on their event sponsor sign for your display booth in Sponsor Row and on the event's stage banner. Hourly sponsor acknowledgement from stage. Create a long lasting connection with consumers. Identify your brand in a meaningful way supporting local communities and create a positive word of mouth.

Sponsor Row: Your company will be provided with exhibit space in "Sponsor's Row". This is a prominent area in the center of the street fair dedicated to our sponsors. This is where Sponsors have the opportunity to meet & greet the thousands of visitors that attend the event. Exhibitor space consists of a 10' exhibit space, white canopy with a 6' or 8' skirted table, 2 chairs and a street fair sponsor sign with your company logo, VIP parking and a JC staff person to assist you. You may also choose to use your company branded canopy or pick another site to exhibit. Your name or logo will be placed in event promotion and event stage sign. We also offer custom sponsorships. We will make every attempt to accomodate your needs.

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