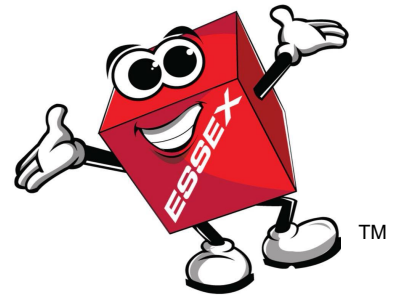


ESSEX DAY FESTIVAL 2026

Sat., September 19 - 11 am to 5 pm

P.O. Box 7753, Essex, MD 21221

443-579-4913 www.essexdayfestival.com



Dear Potential Sponsor:

As a valued member of our community, we invite you to join us as a sponsor of the **51st Annual Essex Day Festival!** After celebrating our milestone 50th anniversary last year, we are excited to keep that momentum going—and your support is essential to making this year's event our best yet.

The 2026 Essex Day Festival will take place on **Saturday, September 19**, with **new core hours from 11:00 a.m. to 5:00 p.m.** Opening ceremonies begin at **11:30 a.m.**, followed by live music starting at **noon**. These updated hours reflect feedback from our vendors and visitors, allowing us to focus the festival during the time of highest foot traffic and energy.

Held along Eastern Boulevard from Mace Avenue to Woodward Avenue, Essex Day welcomes **8,000–10,000 visitors** each year to Eastern Baltimore County. The festival features a full lineup of live bands, multicultural entertainment, a car show, kids' zone, arts and crafts, food vendors and food trucks, local businesses, nonprofit organizations, and more. Last year's festival brought more than **200 vendors**, and we anticipate another vibrant turnout in 2026.

Essex Day began in 1975 as "Super Sunday," created to raise funds for the restoration of the historic Ballestone-Stansbury House. Over the decades, it has grown into a beloved community tradition—a day when families, neighbors, and friends gather in the heart of Essex to celebrate local pride, culture, and community spirit. The festival is organized entirely by unpaid officials and volunteers who dedicate countless hours to making this event possible.

Your sponsorship plays a direct role in keeping Essex Day a **free, family-friendly event** for all. With your support, we can continue to provide high-quality entertainment, expand community programming, and ensure that this long-standing tradition thrives for future generations.

Please review the attached sponsorship opportunities to find the level that best fits your business or organization. **Sponsorships are due by August 14** to guarantee inclusion in our marketing materials. If you will be taking advantage of your included vendor spaces, you will also need to complete a vendor application form, which can be found at the end of this document and at <https://essexdayfestival.com/2026-essex-day-festival-vendor-application/>.

If you have any questions, feel free to contact one of our board members, call **443-579-4913**, or email essexdayfestival@gmail.com. Thank you for considering this opportunity to support and celebrate our community. We hope you'll be part of the 51st Annual Essex Day Festival!

Sincerely,

The New Essex Day Festival Association Board of Directors

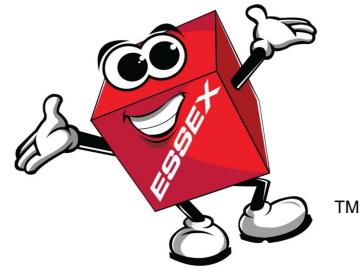
Will Feuer
443-690-6875

Lisa Harlow
443-992-8642

Ric Metzgar
443-622-7647

ESSEX DAY FESTIVAL 2026 SPONSORSHIP OPPORTUNITIES

P.O. Box 7753, Essex, MD 21221
443-579-4913
www.essexdayfestival.com



Lighthouse - \$10,000

- **Exclusive logo on all event posters**
- **A 5-minute time slot at the podium during opening ceremonies**
- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- Multiple social media posts with tags to your business page
- 10 complimentary vendor spots
- Enlarged and prominent name/logo printed on back of Essex Day t-shirt
- 15 Essex Day t-shirts. Sizes: _____

The Boulevard - \$5,000

- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- Multiple social media posts with tags to your business page
- 8 complimentary vendor spots
- Enlarged name/logo printed on back of Essex Day t-shirt
- 10 Essex Day t-shirts. Sizes: _____

Mace - \$2,000

- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- Multiple social media posts with tags to your business page
- 5 complimentary vendor spots
- Name/logo printed on back of Essex Day t-shirt
- 6 Essex Day t-shirts. Sizes: _____

Taylor - \$1,000

- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- 3 complimentary vendor spots
- Name/logo printed on back of Essex Day t-shirt
- 4 Essex Day t-shirts. Sizes: _____

Woodward - \$500

- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- 2 complimentary vendor spots
- 2 Essex Day t-shirts. Sizes: _____

Margaret - \$250

- Banner recognition at the Main Stage (Banner provided by Essex Day Festival)
- Recognition and live link to your website on the Essex Day website for the entire year
- 1 complimentary vendor spot
- 1 Essex Day t-shirt. Size: _____

Sponsor Level: _____ **Amount:** _____

Sponsor Name: _____

Sponsor Address: _____

Contact Name: _____

Title: _____ **Phone:** _____

Email: _____ **Website:** _____

Essex Day Festival VENDOR APPLICATION
Saturday Sept. 19, 2026 from 11 am to 5 pm
400-600 Blocks Eastern Blvd.



Check One	Type of Vendor	Fee per space	# of spaces	TOTAL FEE
	Multi-Food or Food Truck: early bird \$250 on or before Aug. 1. \$275 after.			
	Single Food vendor: early bird \$125 on or before Aug. 1. \$150 after.			
	Ice cream/Snowballs: early bird \$125 on or before Aug. 1. \$150 after.			
	Political: early bird \$100 on or before Aug. 1. \$125 after.			
	Craft/retail: early bird \$75 on or before Aug. 1. \$100 after.			
	Non-profits: early bird \$25 on or before Aug. 1. \$50 after. Non-Profits MUST provide proof of non-profit status.			

*******MUST complete this section or your application will not be approved:** Please provide a description of your business (clothing, jewelry, crafts, etc.) or non-profit IRS Number: _____

Each space is approximately 15' wide X 10' deep. Tents and tables MUST fit into this footprint. Electricity WILL NOT be provided. We will attempt to accommodate special location requests but cannot guarantee.

Note Space Location Request: _____

Size of canopy/tent or truck _____ Generator: _____ Y _____ N

Type of Generator* _____ * **Decibel level will be tested on site.**

CONTACT INFORMATION (Please list name as it should appear in any promotions):

Contact Name:
Vendor/Business Name:
If you represent a Direct Sales Company, list it here:
Address:
City/State/Zip:
Phone:
Email:

There is no rain date for this event and **no refunds.**

Please send completed application and payment (payable to Essex Day Festival) to P.O. Box 7753, Essex, MD 21221 OR drop off at mail slot at the Heritage Society of Essex and Middle River (museum/historic fire station next to CVS), 516 Eastern Blvd. Electronic payment may be sent via PayPal to The New Essex Day Festival Assoc., Inc. (essexdayfestival@gmail.com). Signed application AND payment must be received for vendor consideration. For more information contact us at 443-579-4913 or essexdayfestival@gmail.com.

I agree to hold harmless and indemnify The Essex Day Festival and The New Essex Day Festival Association, Inc. and/or its sponsors from any loss of property, and/or personal injury suffered during our participation in the festival. I agree to accept and abide by all the rules set forth by The New Essex Day Festival Association, Inc. both in this contract and the attached list of terms and conditions.

Signature: _____ Date: _____

Essex Day Festival VENDOR TERMS & CONDITIONS

Take advantage of EARLY BIRD pricing and return your application and payment before Sat., August 1, 2026. You have 3 options:

1. PREFERRED PAYMENT is PayPal: Go to PayPal.com. Log in or sign up for an account. Send fees to The New Essex Day Festival Assoc., Inc. (essexdayfestival@gmail.com) AND email us your application to same email.
2. Deliver to mail slot at the Heritage Society of Essex and Middle River (old fire station next to CVS), 516 Eastern Blvd.
3. Mail check/money order WITH application to P.O. Box. 7753, Essex, MD 21221.

Please note: The committee must approve your application, and just because you put in an application does not mean you're approved to be a vendor at Essex Day. You will receive a confirmation email after your application is approved. Please allow approximately 2 weeks from application submission. All approved vendors will be listed alphabetically on our website, www.essexdayfestival.com. Space assignments will be sent out the week of the event. If you have any questions about your vendor status, please contact us at 443-579-4913. If you are approved, FEES ARE NON-REFUNDABLE.

All vendors will be held accountable to adhere to the terms and conditions listed below:

1. Midway opens for set-up at 8:00 a.m. on 9/19. ALL vendors must enter via S. Taylor Avenue. Enter midway and unload your vehicle at your assigned space. **You must remain open at your spot until closing at 5:00 p.m.** We will do a check in the afternoon and note of vendors who leave early and take this into account when accepting vendors the following year.
2. Vehicles are not permitted on the Midway after 10:00 a.m. or before 5:00 p.m. After unloading, move your vehicle to a parking spot in the neighborhood.
3. Spaces guaranteed up to 15 ft. wide & 10 ft. deep. Vendors must supply their own tables, chairs, tents and trash containers. These all must fit into the 15' X 10' footprint.
4. NO ELECTRICITY is provided. If you will be using a generator you must note that on your application. Festival Committee must approve your generator. Decibel levels will be tested and must be at 85 or below measured from a 5-foot distance.
5. The Association has the right to restrict the sale of any item that may be considered harmful, destructive or not in the best interest of the image of the Essex Day Festival. NO WEAPONS may be sold.
6. DIRECT SALES/MLM VENDORS: We accept a maximum of 2 of each type of direct sales/MLM vendor. Spots are first come, first served for those paid in full. We understand direct sales/MLM vendors are subject to the guidelines of their parent organizations and affiliates. We do not determine or enforce these policies.
7. You must leave your space clean and free of debris. Food vendors using any products such as grease MUST remove it from the site before leaving the Midway. A dumpster for vendor use will be available. Dumpster details will be sent at a later date. **DO NOT LEAVE TRASH BAGS AT YOUR SPACE.**
8. Only approved food and beverage vendors may sell food and beverages, including soda and water (NO GLASS). **No other vendors may sell or give away food or beverages.**
9. ALCOHOLIC BEVERAGES MAY NOT BE BROUGHT IN OR SOLD ON THE MIDWAY.
10. FOOD VENDORS: You are responsible to obtain food permit and be approved by Baltimore County Health Department. Call 410-887-3663. You MUST display food permit on day of festival (MANDATORY).
11. If you have an issue on event day, please contact one of our volunteer staff. Only our staff can assign or change spaces.



Arrival Map:

Vendors must access their vendor spots via South Taylor Ave. (green arrows). For your safety and the safety of others, please follow directions from our volunteer staff!