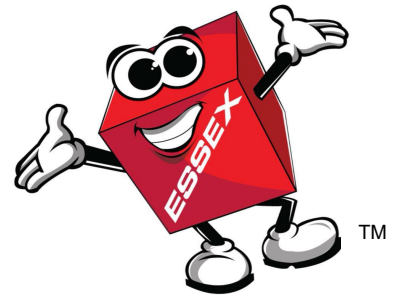


ESSEX DAY FESTIVAL 2026

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

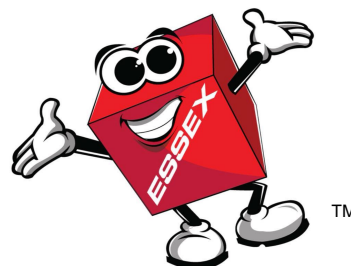
Will Feuer
443-690-6875

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:** _____