



Become a Sponsor!

Step into the spotlight as a sponsor of this vibrant celebration, brought to you by the Yellow Springs Chamber of Commerce! The streets burst with music, art, food, and local flavor, drawing neighbors, families, and visitors from across the region. Showcase your brand while supporting the community and local businesses!



WHY SPONSOR?

- ▶ **25,000–30,000 attendees** – one of Greene County’s largest events, connecting with locals and visitors alike
- ▶ **200+ vendors** – showcase your brand alongside thriving small businesses
- ▶ **Backyard Beats, Brews & More Fest** – live music, craft beer and more draw crowds
- ▶ **High visibility** – featured across social media, local press, and all YS Chamber channels
- ▶ **Support the community** – help celebrate arts, culture, and the local economy

YELLOW SPRINGS STREET FAIR REACH

1,442,359

TOTAL REACH UP 201% YEAR OVER YEAR

Facebook	21,529 Followers	1,400,069 Reach
New Instagram	128 Followers	13,221 Reach
Website	29,069 Visitors	2,422 Visits Per Mo.

YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

ysstreetfair.com



SPONSORSHIP OPPORTUNITIES

PLATINUM
\$5,000
EXCLUSIVE TOP TIER VISIBILITY

- ▶ **Dominant Brand Placement:** Your top brand/logo will be prominently featured on Street Fair marketing materials, including the main stage signage and other brand placement for maximum exposure.
- ▶ **Main Stage Presence:** Opportunity to address the crowd with a speaking slot on the main stage.
- ▶ **Extensive Booth Space:** Up to Three (3) booths to showcase your products and services.
- ▶ **Community Impact:** Named as the official Yellow Springs Street Fair scholarship donor, demonstrating your commitment to local, young, artisans and musicians.
Exclusive "Backyard" Access: Dedicated information table in the exclusive "backyard" area located near the Main Stage.
- ▶ **Chamber of Commerce Promotion:** Mentioned in all Chamber of Commerce emails pertaining to the Street Fair.
- ▶ **Social Media Power:** Three (3) dedicated social media posts reaching our 21,000+ followers.
- ▶ **Public "Thank You"** for being a valued sponsor on our email and social media platforms

GOLD
\$3,000
SIGNIFICANT BRAND EXPOSURE

- ▶ **Website Presence:** Brand/logo placement on the official Street Fair website.
Main Stage Recognition: Mention of your sponsorship from the main stage.
- ▶ **Chamber of Commerce Promotion:** Mentioned in all Chamber of Commerce emails pertaining to the Street Fair.
- ▶ **Booth Space:** Two (2) booths to showcase your products and services.
"Backyard" Proximity: Information table in the exclusive "backyard" area located near the Main Stage.
- ▶ **Social Media Engagement:** One (1) dedicated social media post.
- ▶ **Public "Thank You"** for being a valued sponsor on our email and social media platforms

SILVER
\$1,000
VALUABLE COMMUNITY SUPPORT

- ▶ **Website Listing:** Brand/logo placement on the official Street Fair website.
Main Stage Acknowledgment: Mention of your sponsorship from the main stage.
- ▶ **Booth Space:** One (1) booth location to showcase your products and services.
- ▶ **Public "Thank You"** for being a valued sponsor on our email and social media platforms

CUSTOM
\$500-\$10,000

- ▶ *We offer flexible sponsorship opportunities, and we're ready to build a package that perfectly suits your needs. Your level of sponsorship will directly influence the scope and depth of the benefits you receive, ensuring a truly customized and mutually rewarding partnership.*

