



Dear Friends of the Callicoon Business Association,

Every year, thanks to the generosity of local businesses like yours, the Callicoon Business Association (CBA) continues its mission of making our hamlet a vibrant place to live, work, and visit. As a volunteer-led nonprofit focused on economic development, tourism, and community building, we rely on the support of local sponsors to bring our beloved annual events to life.

Your support is essential. Sponsorships from businesses like yours are the primary source of funding for Callicoon's signature events, and every dollar raised is reinvested into the community. Your contribution directly ensures the success and continuation of these celebrations, creating meaningful experiences for residents and visitors alike.

Last year, with the help of our sponsors:

- **Callicoon Country Fair** brought energy and excitement to the streets with live music, children's activities, and a thriving vendor market, expanding partnerships to offer even more programming.
- **Callicoon Artwalk** showcased 106 local artists—novices and professionals alike—while filling the town with free performances, film screenings, music, dance, and interactive art experiences.
- **Dickens on the Delaware** transformed Callicoon into a Victorian winter wonderland, featuring horse-and-buggy rides, warm cider, festive shopping, and an unforgettable performance by Farm Arts Collective, returning again this year!

For 2025, we invite you to become a **Co-Sponsor** of these three major events. Sponsorship provides an excellent opportunity for your business, organization, or family to gain visibility while contributing to the cultural and economic vitality of Callicoon.

To make sponsorship easier and more impactful, we are once again offering **Seasonal Sponsorship Packages**, allowing businesses to support all three events with a single commitment. This approach has been a great success, reducing the administrative burden for sponsors while enabling our Events Committee to focus on planning the best possible experiences for our community.

Enclosed, you'll find details about our sponsorship levels. If you're interested in supporting these events, please complete and return the enclosed form at your earliest convenience. Beyond sponsorship, there are many ways to get involved—whether by volunteering, donating in-kind goods or services, or simply helping spread the word.

For more information, please email events.callicoon@gmail.com or call Genia Brodyn at (908) 403-6625.

On behalf of the Callicoon Business Association, thank you for your support. Your generosity makes these cherished events possible, and we look forward to celebrating together in 2025!

With gratitude,

2025 CBA Executive Board

Thong Keokham, *President*
Genia Brodyn, *Vice President*
Roy Harris, *Secretary*
Bill Jenks, *Treasurer*

Nancy Anderson, *Executive Board Member*
Patty Dannic, *Executive Board Member*
Rosie DeCristofaro, *Executive Board Member*

2025 EVENTS SPONSORSHIP OPPORTUNITIES

EVENTS: Includes advertising for **ALL THREE** of the following events:
Callicoon Country Fair • Callicoon Artwalk • Dickens on the Delaware
SPONSORSHIP PACKAGE **DEADLINE: May 15th, 2025**



❖ KOLLIKOON Sponsor - \$1500 (\$500 per event)

- Inclusion in ALL Event Radio Advertising & interviews, as *"Brought to you in part by."*
- Your **Logo** on the following event marketing materials:
 - Posters / Flyers / Banners / Newspaper Ads
- **Event Map** inclusion, denoted as premier sponsor
- **(2) TWO** Callicoon T-Shirts
 - **Circle Sizes:** S M L XL XXL XXXL
- **FREE** Vendor Booth at *Callicoon Country Fair, Callicoon Artwalk and Dickens on the Delaware* with a Prime Location.
- **(2) TWO FREE Weeks of Bold Gold Radio Ads** to promote your business.
- A **Sponsor Social Media Post** during the 2 weeks leading up to each event.



❖ DELAWARE RIVER Sponsor - \$1200 (\$400 per event)

- **Logo** on the following event marketing materials
 - Posters / Flyers / Banners
- **Event Map** inclusion, denoted as sponsor
- **(1) ONE** Callicoon T-Shirt
 - **Circle Size:** S M L XL XXL XXXL
- A **Sponsor Social Media Post** during the 2 weeks leading up to each event.



❖ WILD TURKEY CREEK Sponsor - \$900 (\$300 per event)

- **Logo** on the following event marketing materials
 - Posters / Flyers
- Event map inclusion, denoted as sponsor
- A **Sponsor Social Media Post** during the 2 weeks leading up to each event.
- Business Tagged & Hash-tagged in Social Media Advertisements for events



❖ SOARING EAGLE Sponsor - \$600 (\$200 per event)

- **Logo** on the following event marketing materials
 - Flyers
- Event map inclusion, denoted as sponsor
- A **Sponsor Social Media Post** during the 2 weeks leading up to each event.



❖ RAILROAD SQUARE Sponsor \$ 300 (\$100 per event)

- Event map inclusion, denoted as sponsor
- A **Sponsor Social Media Post** during the 2 weeks leading up to each event.
- Funds will be used towards producing the events





2025 EVENTS SPONSORSHIP APPLICATION

Callicoon Country Fair • Callicoon Artwalk • Dickens on the Delaware

SPONSORSHIP PACKAGE **DEADLINE: May 15th, 2025**

PLEASE COMPLETE FORM

BUSINESS NAME

CONTACT

TELEPHONE

ADDRESS

EMAIL

WEBSITE

PLEASE SELECT SPONSORSHIP PACKAGE

- KOLLIKOON - Enclosed is my application and payment of \$1,500
- DELAWARE RIVER - Enclosed is my application and payment of \$1,200
- WILD TURKEY CREEK - Enclosed is my application and payment of \$900
- SOARING EAGLE - Enclosed is my application and payment of \$600
- RAILROAD SQUARE - Enclosed is my application and payment of \$300

- I would like to sponsor a **SINGLE EVENT ONLY** (check package above & divide cost by 3)
 - Callicoon Country Fair \$ _____ Amount
 - Callicoon Artwalk \$ _____ Amount
 - Dickens on the Delaware \$ _____ Amount

Check a box below if you would like to help support CBA Fundraising and/or New Programming

- I would like to donate a gift certificate/raffle basket/crafted item to be used at a fundraiser/event. (Sponsors can choose this as well or independent from the packages above)

Support Farm Arts Collective's Dickens' Performance

Each year the CBA supports Farm Arts Collective in its creation of an exciting NEW Performance piece, specifically for *Dickens on the Delaware*. Please consider a donation to help the Collective create continue to create wonderful new programing for this beloved community event.

- I would like to donate \$50 to help sponsor the creation of NEW performance piece for Dickens on the Delaware. (Sponsors can choose this as well or independent from the packages above)

***** PLEASE READ CAREFULLY*****

– WE DO NOT PROVIDE REFUNDS AFTER YOUR APPLICATION HAS BEEN APPROVED –

INDEMNIFICATION WAIVER/POLICY:

By signing this application, the Vendor agrees to our indemnification Policy. Vendor agrees to indemnify and hold the Callicoon Business Association, and their respective officers, members, employees, agents, representatives, officials, affiliates and volunteers harmless from any loss, claim, actions, costs, or liability associated with participation in the 2025 CBA Events, its use of property, authorized activity, and related activities described herein, including liability for damages to property or for injuries or death to persons which may arise from, or be attributable or incident to the use by the Vendor and its employees, agents, representatives and concessionaires.

Without limiting the generality of the foregoing, Sponsor agrees to indemnify and hold the Callicoon Business Association, and its officer, volunteers, vendors or agents, harmless from any lien claimed or asserted for labor, materials or services furnished to the Sponsor in connection with the participation in the Event.

With respect to any suit or claim by anyone, whether under this indemnification provision or otherwise, Sponsor, for itself, its agents, officers, volunteers, vendors, and representatives, hereby expressly waives any defense which might preclude or limit either enforcement of this indemnification clause or any reasonable attorney's fees incurred by the Callicoon Business Association or the Town of Delaware or other Sponsors securing compliance with the provision of this agreement.

SIGNATURE: _____ **DATE:** ____/____/____

APPLICATION & PAYMENT CAN BE SUBMITTED TO THE FOLLOWING ADDRESS:

**Callicoon Business Association
Attn: Events Committee
PO Box 303
Callicoon, NY 12723**

Events Committee | events.callicoon@gmail.com

For questions or more information, please email Genia Brodyn at vp.callicoon@gmail.com