

STONEHAM CHAMBER OF COMMERCE

stoneham
town day

SEPT. 19, 2026, 11:00 AM - 4:00 PM
STONEHAM TOWN COMMON



**EXHIBITOR REGISTRATION +
SPONSORSHIP OPPORTUNITIES**

stoneham town day

The Stoneham Chamber of Commerce is excited to invite businesses, organizations, artisans, and exhibitors to participate in Town Day on Saturday, September 19, from 11:00 AM to 4:00 PM on the Stoneham Town Common (rain or shine).

Now in its 42nd year, Town Day is the Chamber's signature community event, attracting up to 10,000 attendees annually. The event showcases Stoneham's vibrant business community, nonprofit organizations, artists, cultural groups, recreational programs, and local resources, creating an excellent opportunity to connect directly with residents and visitors.



As a vendor, you'll have the chance to promote your products, services, and mission while engaging with thousands of potential customers and community members throughout the day. Whether you're looking to increase brand awareness, generate leads, sell products, recruit volunteers, or simply strengthen your presence in the community, Town Day offers a unique and valuable platform to do so.

Exhibitor Information

Stoneham Town Day is a rain-or-shine event, and all registration fees are non-refundable. Your registration fee includes one designated 10' x 10' vendor space. Tables, chairs, and canopies may be rented separately and will be set up prior to vendor arrival on event day.

- Vendors are welcome to bring their own tents or canopies; however, all structures must be self-supporting. Stakes, poles, or any other ground-penetrating anchors are strictly prohibited, as they may damage the irrigation systems on the Common and Town Hall Lawn.
- The use of generators, inflatables, or other special equipment must be approved in advance by the event committee.
- All items offered for sale must be clearly priced and displayed. Vendors may only sell, promote, or distribute products, services, or materials that were disclosed on their application and approved by the event committee.
- Town Day takes place from 11:00 AM to 4:00 PM, with vendor check-in and setup beginning at 9:00 AM.



Food Vendors

All food vendors are required to obtain a one-day Temporary Food Service Permit from the Stoneham Board of Health. The required application and instructions can be found at: stonehamchamber.org/temporary-food-service-permit. Applications must be submitted no later than September 2 to ensure approval for participation in Town Day.



- Food vendors using propane, open flames, or cooking equipment must also obtain any required permits and approvals from the Stoneham Fire Department. It is the vendor's responsibility to comply with all local and state health and fire safety regulations.
- Food vendors must be fully set up and ready for inspection by 10:30 AM on event day.

Why Exhibit at Town Day?

- Reach up to 10,000 local residents
- Generate leads and sales
- Build community visibility
- Support a beloved Stoneham tradition
- Connect directly with families and decision-makers



Prohibited Sales, Materials + Activities

To ensure a safe, welcoming, and family-friendly environment for all attendees, the following items and activities are prohibited at Stoneham Town Day:

- Distribution or display of materials that target, harass, or disparage specific individuals or groups
- Weapons of any kind, including toy, replica, or real weapons
- Hair-cutting services or the use of aerosol products
- Silly string, snap pops, pop caps, stink bombs, bomb bags, or similar novelty items
- Activities, demonstrations, displays, or solicitations conducted outside of your assigned vendor space
- Any item, activity, or display that may pose a safety hazard or disrupt the event experience

The Stoneham Chamber of Commerce reserves the right to prohibit the sale, promotion, or distribution of any product, material, or activity deemed inappropriate, unsafe, or inconsistent with the family-friendly nature of the event. Vendors found to be in violation of these guidelines may be required to remove prohibited items or activities and, if necessary, may be removed from the event.

Agreement to Terms and Conditions

By submitting your registration for Stoneham Town Day, you acknowledge that you have read, understood, and agree to comply with all event rules, regulations, policies, and deadlines established by the Stoneham Chamber of Commerce.

Town Day at a Glance

- Saturday, September 19, 2026
- 11:00 AM–4:00 PM, Stoneham Town Common
- Vendor Setup: 9:00 AM
- Rain or Shine
- Registration Deadline: September 15
- Late Fee After August 15



Sponsorship Opportunities

Town Day attracts thousands of attendees and provides sponsors with exceptional visibility before, during, and after the event. Sponsorship demonstrates your commitment to the Stoneham community while promoting your business to local residents, families, and visitors.

Event Reach & Visibility

- Connect face-to-face with residents and visitors throughout the day.
- Gain exposure through a comprehensive promotional campaign leading up to the event.
- Featured through Chamber, event, and partner promotions on Facebook and Instagram.
- Promotion through ChamberNews and event email campaigns reaching thousands of subscribers.

Estimated Marketing Reach

- 10,000+ attendees
- 15,000+ social media impressions
- 18,000+ newspaper impressions
- 10,000+ email impressions
- 11,000+ website views



Sponsorship Benefits

- Brand recognition throughout the community.
- Direct engagement with potential customers.
- Social media and online promotion.
- Visibility and recognition on the event day.
- Advertising opportunities in the official Town Day program.
- Complimentary vendor space opportunities.
- Exclusivity at the Presenting Sponsor level.
- Recognition as a supporter of one of Stoneham's favorite traditions.

Sponsorship Levels & Benefits

	Presenting Sponsor** \$2,500	Platinum Sponsor \$1,000	Gold Sponsor \$750	Silver Sponsor \$500	Bronze Sponsor \$250	
<u>Print materials</u> : Your business logo and/or name on flyers, posters and A-frame promotions. *	Listed as presenting event	X	X	X	X	X
<u>Social media/Online</u> : Visibility on chamber event pages and posts on Facebook, Instagram and Stoneham Patch. *	Dedicated posts announcing sponsorship	X	X	X	X	X
<u>Print media</u> : Weekly promotion in The Stoneham Independent including schedule. Promotion in the summer issue of <i>ChamberNewsletter</i> . *	Press release and announcement of sponsorship	X	X	X	X	X
<u>Email marketing</u> : Promotion of your sponsorship in bi-weekly <i>ChamberNews</i> email*	Dedicated email announcing sponsorship	X	X	X	X	X
<u>Event registration</u> : Maximize your reach at the event with high traffic locations.	Two spaces, w/ canopies, tables and chairs included	One space, w/ canopy, table and chairs included				
<u>Event banner and remarks</u> : Large banner displayed with performers, acknowledgment during remarks with sponsorship level.	1/2 PAGE AD	1/4 PAGE AD	1/4 PAGE AD	X	X	X
<u>Event Program</u> : Acknowledgement of sponsorship and advertisement opportunity.	Open event with opportunity to give remarks	X	X	X	X	X
<u>Certificate</u> : Recognition of your sponsorship level to display at your business	X	X	X	X	X	X

* Logo size and placement determined by sponsorship level.

** Presenting Sponsors receive exclusive sponsorship rights within their industry category.



Exhibitor Information

Organization/Company: _____

Mailing Address: _____

Event Contact: _____

Email Address: _____

Website: _____

Instagram: _____

Facebook: _____

Exhibitor Activities

Briefly describe your business/organization and what you will be promoting/selling.

If you intend to sell or serve food, please specify the types of food and drinks you will offer. Please note that exclusivity is available for certain items, and vendors will be accepted on a first-come, first-served basis.

Would you be interested in offering a demonstration during the day? (e.g. karate, dance, product demonstration, etc.)

Will you have any sort of amusement item in your space? (e.g. speed pitch, inflatable, etc.)

Town Day Registration Menu

Please indicate which type of exhibitor you are and the number of spaces you would like.

Chamber Member Registration

- Retail/Business \$130
- Non-Profit, Civic Group or Crafter/Home-Based \$115
- Food Vendor (Retail/Business) \$165
- Food Vendor (Civic/Non-Profit) \$140

Non-Member Registration:

- Retail/Business \$240
- Non-Profit, Civic Group or Crafter/Home-Based \$165
- Food Vendor (Retail/Business) \$265
- Food Vendor (Civic/Non-Profit) \$190
- Stoneham High School Youth Group \$75
- Town Committee, Board or Department \$0

Sponsorship

- Presenting \$2,500* Platinum \$1,000** Gold \$750 Silver \$500 Bronze \$250

**Sponsorship includes two premium spaces, canopies, tables and chairs set up for you and a large ad.*

*** Sponsorship includes one premium space, canopy, table and chairs set up for you and a small ad.*

Reservations must be paid via credit card, Venmo, or check. For phone payments, call (781) 438-0001. Checks should be made to the Stoneham Chamber of Commerce and sent to 335 Main Street, Suite 202, Stoneham, MA 02180. Lapsed memberships do not qualify for member rates, and payment is required to guarantee space. The event is held rain or shine, with no refunds. A \$50 late fee applies for applications after August 15, 2026.

PAYMENT INFORMATION

Total Payment Amount: _____

Check Venmo (@StonehamChamber)

Credit Card (VISA, MC, or AmEx) No. _____
Exp. Date _____ CVC _____ Billing Zip Code _____

Please send me an invoice for processing.

Please return this completed form to: Stoneham Chamber of Commerce at 335 Main Street, Suite 202, Stoneham, MA 02180.

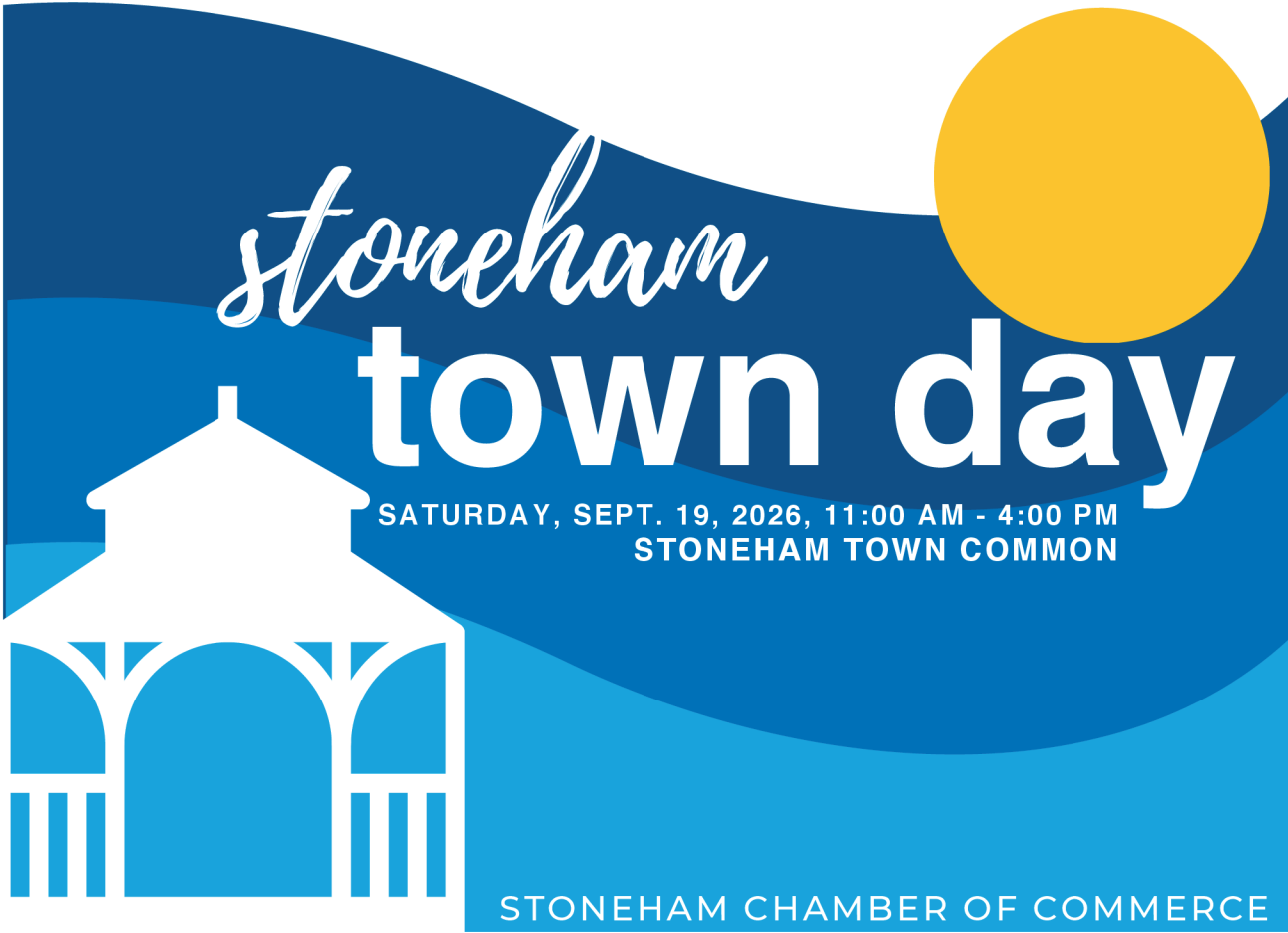
ADD-ONS

Rental Options

- 6 Foot Table \$25
- Folding Chair \$5
- 10X10 Canopy \$80

Program Ad

- Quarter Page \$75
- Half Page \$150



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