



2026

LOCAL SPONSORSHIP

\$500 to \$5,000 · Five levels · One email

Produced by Creative Collective · Salem, Massachusetts ·
creativecollectivema.com



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Why I'm asking Salem first

Every October, 1.8 million+ people pour into Salem. And the things that make them fall in love with downtown, the buskers, the family programs, the maker markets, the maps that walk them from the Common to Front Street, don't build themselves!

Big sponsors make October possible. Local sponsors make it OURS. This is your way in: pick a level, and we'll put your name on the work that reaches all of them.

1.8M+

October visitors to Salem

13

market days, Sept 26 to Nov 1

6

downtown venues we program

350+

CC member businesses since 2017

Visitor figure: Destination Salem, Placer.ai data.

What your dollars actually build

Not a logo placement. The programming people come back for.



Buskers and performers

Artist fees for the street acts that stop people in their tracks on the Pedestrian Mall and Derby Square.



Music and family programming

Stages, sound and the free shows that turn a market into a day out for families.



Local makers

Salem and North Shore artists, makers and small brands get the booth, the spotlight and the crowd.



Getting people around downtown

Maps, wayfinding and marketing that move visitors from the Common to the storefronts.

Local first: we book Salem and North Shore artists, performers and makers before anyone else. Then we put that work all over the city.

Pick a level

Every level gets real recognition, scaled to the investment, confirmed in writing before anything begins.

\$500

LOCAL
SUPPORTER

Artist fees, materials and
small program needs

\$1,000

COMMUNITY
SPONSOR

Public programming and
visitor-facing resources

\$1,500

PROGRAM
SPONSOR

A named music,
performance, family or
maker program

\$2,500

SUPPORTING
SPONSOR

A larger program, series
or public-space activation

\$5,000

FEATURED
SPONSOR

Multiple programs, places
and a 3 to 4 day
presence

Premier (\$10,000) and above? That's a conversation. Email John and we'll build it together.

What you get at every level

	\$500 Local Supporter	\$1,000 Community	\$1,500 Program	\$2,500 Supporting	\$5,000 Featured
HH website sponsor page	Name	Name	Name	Linked logo	Linked logo
Shared sponsor wall and signage at venues	Name	Logo	Logo	Logo	Logo + signage at one venue
Social features across CC channels	1	2	3	4	8
Newsletter	—	Mention	Mention	Mention	Feature
“Supported by” credit on a named program	—	—	•	•	•
Your rack cards at our venue fixtures	—	—	•	•	•
On-site presence	—	—	—	—	3 to 4 day pop-up at an approved venue
VIP passes to CC October events	—	—	—	1	2
Sponsor appreciation event, post-season story of what you made possible, written scope	•	•	•	•	•

Placement always sits below the Festival Partner and Title Sponsors. No level includes naming rights, category exclusivity or print logos on posters and banners.

Where it happens

Six downtown venues, one season, Sept 26 to Nov 1.



Salem Common

Markets, live music and family programs all month



Derby Square

Local makers and artisan markets



Front Street

Creative programming that moves visitors



Charlotte Forten Park

Stage, performance and an extended season



Old Town Hall

Indoor programming, food court and pop-ups



Pedestrian Mall

Buskers and interactive moments, curated by CC

Pick a level. Email John.

Send me the level that feels right and what you'd most love to support. I'll confirm the fit, availability, recognition and scope in writing, and then we get to work!

October fills up fast. The sooner we hear from you, the more of the season your support can reach.

John Andrews

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Artwork by Bats in the Belfry Crafts