



**SEPTEMBER 28, 2024**  
11AM TO 6PM

**CLARENDON DAY  
SPONSORSHIP OPPORTUNITIES**



VERSION 1



# ABOUT CLARENDON DAY

Clarendon Day is a traditional Fall Festival that's been an Arlington tradition for **more than 20 years!**

We have a large event footprint, covering **8 city blocks**

If the weather is nice, we will draw well over **20,000 people** to the event.



# DEMOGRAPHICS

With more than **30,000 residents**, the 22201 Zip Code is one of the most densely populated areas in Arlington

**44%** of residents are Millennials

**82%** with a Bachelor's Degree/+ MHI is over **\$140K**

**75%** of residents have one or zero vehicles

# THE CLARENDON LIFESTYLE

We count **336 "ground-floor" businesses** in our district.

**94** are bars & restaurants

**37** are personal service businesses

**24** are Fitness-related

Redfin has ranked our neighborhood **#1** in the nation for Millennials



**SWEET SOUNDS OF CLARENDON  
MUSIC AND DANCE**



**FEEL LIKE A KID AGAIN  
KIDS ACTIVITIES**



**TAKE HOME A LITTLE PIECE OF CLARENDON  
ARTS AND CRAFTS**



**THE STREETS BECOME 1 BIG RESTAURANT  
LOCAL RESTAURANTS**



**EXHIBITORS OF ALL KINDS!**



**WITHOUT OUR SPONSORS, IT WOULD JUST BE ANOTHER SATURDAY**

**HEALTH & WELLNESS DEMOS**



# BENEFITS OF SPONSORSHIP

- Exclusive Sponsorships Available
- Prime locations are guaranteed to reach your audience
- Web, social media, and other exposure for your firm
- Customizable sponsorship packages to suit your objectives
- In-kind sponsorships for media partners

# SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor
- Stage Sponsorship
- KidZone Sponsor
- Auto Sponsor (call)
- Beer & Wine Sponsor (call)
- Ride-sharing sponsor
- In-Kind Media Sponsorships

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR \$7,500

- Prime Location at Clarendon Day
- Top Placement for logo on all event signage, banners, T-shirts and website
- Stage announcements and stage signage
- Annual Clarendon Alliance Membership
- Mentions in any Clarendon Day media

## STAGE SPONSORSHIP (1 AVAILABLE) MAIN STAGE - \$5,000

- Choice location near stage
- Stage banner and stage announcements
- Logo placement on website, stage banner, event signage & T-shirts
- Annual Clarendon Alliance Membership

## KIDZONE SPONSOR (1 AVAILABLE) \$3,000

- Targeted toward businesses interested in families with children
- Choice location near KidZone activities
- Recognition via website, event marketing materials, social media
- Logo on event signage and T-shirts
- Annual Clarendon Alliance Membership

## CUSTOM SPONSORSHIPS \$1,500 - \$2,500

- Call to discuss your sponsorship idea!
- Choice Location near stage
- Logo on event signage & T-shirts
- Annual Clarendon Alliance Membership

## CLARENDON DAY SPONSORSHIP \$1,000

- Premium Tented Space in prime locations
- Recognition via website, event marketing materials, & T-Shirts
- Annual Clarendon Alliance membership

## IN-KIND MEDIA SPONSORSHIPS

- Activate your space as you wish
- Logo on Clarendon Day Marketing Materials, website & T-Shirts

# FOR MORE INFORMATION

Tina Bagapor  
*Executive Director*

Clarendon Alliance  
3100 Clarendon Blvd., Suite 200  
Arlington, VA, 22201

Phone: 703-812-8881  
[www.clarendon.org](http://www.clarendon.org)  
[clarendoday@clarendon.org](mailto:clarendoday@clarendon.org)