

MILFORD ALIVE!

Dear Friend:

MILFORD ALIVE!, that joyous celebration of community and wholesome family fun, is once again being planned by The Milford Merchants Association! Generous sponsors have helped keep this event thriving since it burst on the scene in 2012. This coming year's event, scheduled for **September 26, 2026**, will include the return of a favorite, The Bed Race, as well as live music, crafters, vendors, and food trucks. Other attractions and shows will have a family-friendly emphasis. Our goal, through your valuable sponsorships, is to close the evening with our always popular fireworks display – a highlight of the festival.

The Milford Merchants Association is a non-profit* organization that champions beloved traditions in Milford throughout the year such as the Halloween Parade, Christmas in Milford, and a community Easter Egg Hunt. The success of **MILFORD ALIVE!** is reinvested in our community helping to fund future **MILFORD ALIVE!** festivals. We are a group of 35 local business owners from Milford and surrounding areas who believe in celebrating, preserving and giving back to our community. To learn more about our organization, please visit www.visitmilfordnj.org.

We are seeking your financial support to continue making **MILFORD ALIVE!** possible. Your sponsorship provides a unique opportunity to showcase your business to thousands of visitors – both in person and across our social media platforms. A sponsor sheet is enclosed for your review.

We hope you will consider becoming a sponsor of **MILFORD ALIVE!** Thank you in advance for your support and partnership. Please reach out to me at the contact information below if you have any questions.

Sincerely,



Melissa Harrison
President, Milford Merchants Association
(908) 995-4854
Melissah55@verizon.net

*The Milford Merchants Association is a 501(c)(4).

MILFORD ALIVE!

Sponsorship Rate Sheet

Platinum Sponsorship \$1000 and above

- Included in Press Releases
- Free vendor space
- Website listing with link to requested page
- Sponsor name will be included on the official MILFORD ALIVE! poster
- Mention over sound system on Bridge St.
- Banner on "Walk of Fame" on Bridge St.
- Mention on Bridge St. during Bed Race
- 4 Facebook mentions and 4 Instagram mentions

Gold Sponsorship \$500 to \$999

- Included in Press Releases
- Website listing with link to requested page
- Mention over sound system on Bridge St.
- Banner on "Walk of Fame" on Bridge St.
- Sponsor name will be included on the official MILFORD ALIVE! poster
- 3 Facebook mentions and 3 Instagram mentions

Silver Sponsorship \$250 to \$499

- Included in Press Releases
- Website listing with link to requested page
- Mention over sound system on Bridge St.
- 2 Facebook mentions

Bronze Sponsorship \$100 to \$249

- Included in Press Releases
- Website Listing
- Mention over sound system on Bridge St.
- 1 Facebook mention

ALL SPONSORS WILL BE ACKNOWLEDGED ON WWW.VISITMILFORD.ORG

MILFORD ALIVE!

**Milford Merchants Association
P. O. Box 194
Milford, New Jersey 08848**

MILFORD ALIVE! Sponsor

Name or Business: _____

Contact Name: _____

Phone: _____ 2ND Phone: _____

Email Address: _____

Website: _____

*To have your name or business included in promotional materials, your payment must be received by **August 1, 2026**.*

Level of Sponsorship – Please check one:

<input type="checkbox"/>	Bronze Supporter	Up to \$249
<input type="checkbox"/>	Silver Supporter	\$250 - \$499
<input type="checkbox"/>	Gold Supporter	\$500-\$999*
<input type="checkbox"/>	Platinum Supporter	\$1000 and above*

**includes banner on "Walk of Fame"*

Make checks payable to: Milford Merchants Association

Mail to: Milford Merchants Association; Attn: Melissa Harrison, President PO BOX 194, Milford, NJ 08848

Hand Deliver to: Mystique 55 Bridge St. Milford, NJ 08848

Thank you very much for your donation and being part of MILFORD ALIVE!