PARISIAN
FLEA
MARKET
2021

OPENING NIGHT
THURSDAY, OCTOBER 7

PARISIAN FLEA MARKET
FRIDAY & SATURDAY
OCTOBER 8 & 9

CLAY TERRACE
CARMEL, INDIANA

This annually anticipated market provides premium exposure for our business sponsors. At this one-of-a-kind community event, shoppers stroll through a distinguished collection of upscale home accessories, furniture, estate jewelry, and gift items. Now in its 9th year, the market has not only been a popular and successful annual fundraiser, it has also introduced thousands of people in our community to the mission of Fair Haven.

MEDIA EXPOSURE
- Digital media articles reached 9.2M viewers via Current Publications, FOX 59, Hamilton County Reporter, Indy Star, WISH TV, and WISH TV's Indy Style with a total ad value of $78,871.
- Broadcast media reached 1.9M viewers and listeners via WISH TV and WISH TV's Indy Style, FOX 59's Morning News, and CBS 4 with a total ad value of $85,911.
- In the month prior to the event, social media regularly highlighted corporate sponsors, volunteer profiles, event promotion and the mission of Fair Haven, reaching ~400,000 followers.

COMMUNITY IMPACT AND EXPOSURE
- 4,000 shoppers have attended the market.
- 20,000+ committee volunteer hours served, equivalent to over $488,000.
- 65 Corporate Sponsors, 106 Family and Remembrance Sponsors, and numerous in-kind and anonymous sponsors.
- More than 175 (4)-hour volunteer shifts filled during the 3-day event, valued at $17,800 in 2020.
- Over $176,000 in merchandise sales at the market.
- Vested committee of 21 volunteers holding 10 Chair positions in 2020.
- $625,000 raised to support the mission of Fair Haven.

EVENT SPONSORSHIP HIGHLIGHTS

See reverse for a comprehensive listing of sponsorship benefits.

TITLE SPONSORSHIP INCLUDING OPENING NIGHT CELEBRATION $25,000
- Business Name or Logo listed above Event Name on all Event Materials and Signage
- Business Name and Quote from Sponsor included in Press Release
- Business Name and Logo on Special Button worn by all Event Volunteers
- First Option for Naming Sponsorship for 2022 Parisian Flea Market
- (12) Tickets for the Opening Night Celebration (Additional Tickets $75/Person)

TITLE SPONSORSHIP $20,000
- Business Name or Logo listed above Event Name on all Event Materials and Signage
- Business Name and Quote from Sponsor included in Press Release
- Business Name and Logo on Special Button worn by all Event Volunteers
- First Option for Naming Sponsorship for 2022 Parisian Flea Market
- (10) Tickets for the Opening Night Shop-First Event

PREMIER SPONSORSHIP $10,000
- Business Name or Logo in all Marketing Promotions submitted to TV, Social and Print Media
- Signage with Business Name and Logo Displayed at Venue
- (8) Tickets for Opening Night

CHAMPION SPONSORSHIP $5,000
- Business Name and Logo on Event Flyers Distributed throughout the Community
- (6) Tickets for Opening Night

AMBASSADOR SPONSORSHIP $2,500
- Award for Display at Place of Business
- (4) Tickets for Opening Night

PARTNER SPONSORSHIP $1,000
- Business Name and Logo on Banner at Market Checkout
- Business Name and Logo on Website through June 30, 2022
- (2) Tickets for Opening Night

FAMILY & HONORARY SPONSORSHIP $1,000
- Family or Loved One's Name on Banner at Market Checkout
- (2) Tickets for Opening Night

CONFIRM YOUR SPONSORSHIP ON OUR WEBSITE OR BY SENDING A CHECK TO:

Fair Haven Foundation, Inc. | P.O. Box 441683, Indianapolis, IN 46244 | P: 317.348.3688 | F: 317.348.3689 | Email: info@fairhavenfoundation.org

For questions, please contact Amanda Milner at 317.348.3688 or amanda@fairhavenfoundation.org.org | **fairhavenfoundation.org**

FAIR HAVEN
A WINDOW OF HOPE

SPONSORSHIP BENEFITS

PARISIAN FLEA MARKET 2021

	TITLE SPONSOR INCLUDING OPENING NIGHT SPONSORSHIP $25,000	TITLE SPONSOR $20,000	PREMIER SPONSOR $10,000	CHAMPION SPONSOR $5,000	AMBASSADOR SPONSOR $2,500	PARTNER SPONSOR $1,000	FAMILY & HONORARY SPONSOR $1,000
Business Name or Logo listed above Event Name on all Event Materials and Signage	●	●					
Business Name and Quote from Sponsor included in Press Release	●	●					
Business Name and Logo on Special Button worn by all Event Volunteers	●	●					
First Option for Title Sponsorship for 2022 Parisian Flea Market	●	●					
Business Name, Logo, and Message from Business Executive included in Opening Night Program	●						
Business Name on Event Invitations for Opening Night Celebration	●						
Business Name and Logo on Signage at Entrance of Opening Night Celebration Tent	●						
Business Name or Logo in all Marketing Promotions submitted to TV, Social and Print Media	●	●	●				
Signage with Business Name and Logo Displayed at Venue	●	●	●				
Business Name and Logo on Event Flyers Distributed throughout the Community	●	●	●	●			
Award for Display at Place of Business	●	●	●	●	●		
Business Name and Logo on Banner at Market Checkout	●	●	●	●	●	●	
Business Name and Logo on Website through June 30, 2022	●	●	●	●	●	●	
Family or Loved One's Name on Banner at Market Check-Out							●
Tickets for Opening Night	12	10	8	6	4	2	2

A Title Sponsorship is exclusive and must be secured by July 1 in order to plan for an Opening Night Celebration and/or be included in print materials.