

FULLERTON NIGHT MARKET

Thursdays, April 2 - September 3, 2026
Estimate Attendance: 1,000-2,000

**LOCATION: DOWNTOWN PLAZA
125 E. WILSHIRE AVENUE**

Downtown Fullerton Night Market takes place every Thursday at the Downtown Plaza for the community to come out and enjoy the commercial, food, and farmers vendors, theme nights, and live music entertainment.



MARKET HEADLINER Sponsor

\$5,000

- Your company name/logo displayed on welcome signs at major event entrances
- Company name/logo on Harbor Blvd. banner
- Logo prominently featured in all marketing materials
- VIP Booth Space available all season from April 2 - September 3, 2026
- Social media & recognition announcements at the markets.

KIDS CORNER Sponsor

\$4,000

- Kids Korner is brought to you by "Company Name/logo"
- Your company would be the weekly sponsor for our Kids Bounce House and Face Painter
- Booth Space available all season from April 2 - September 3, 2026
- Social media & recognition announcements at the markets.

LIVE BAND Sponsor

\$2,500

- Live Band sponsor for one month
- "This month's Live Entertainment is brought to you by "Company Name/logo" presented on two white a-frames on both sides of the stage
- Weekly Announcements for one month from the bands at the start of their sets and after the break

***Includes flyers distributed to City facilities and city businesses that support the event**

****Provided by Sponsor (brochure, flyer, or printed material)**

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MARKET SUPPORTER Sponsor

\$1,000

- Booth Space available at the Farmers Market from April - August (One month)
- Your company name/logo on the official event monthly poster
- Your name listed on City events website

MARKET ASSOCIATE Sponsor

\$500

- Your company name/logo on the official event monthly poster (5 months)
- Your company name/logo Listed on City events website

MARKET FINALE Sponsor

\$500 (LIMIT 2)

- Help sponsor the end of the Market Entertainment trailer that will broadcast the NFL Kick-off opening game!
- Your company name/logo will be displayed on the trailer digital screens.



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2026 SPONSORSHIP COMMITMENT FORM

COMPANY INFORMATION

Company Name:

Contact Name:

Phone Number:

Email Address:

Address:

City:

State:

Zip Code:

website/ Social Media Handles:

SPONSORSHIP PACKAGE LEVEL

COMMUNITY YARD SALE

- Royalty Sale Sponsor \$1,000
- Golden Giver Sponsor \$500
- Bargain Booster Sponsor \$200

FULLERTON FIT 5K & HEALTH FAIR

- Finish Line Sponsor \$4,000
- Runner's Pace Partner Sponsor \$2,000
- Mile Marker Sponsor \$1,000

SPOOKY STREET

- Pumpkin King Sponsor \$2,000
- Spooky Sponsor \$1,000
- Boo Crew Sponsor \$500
- In-Kind Donations -----

EGGSTRAVAGANZA

- Spring Bunny Sponsor \$2,000
- Golden Egg Sponsor \$1,000
- In-Kind Donations -----

JULY 4TH CELEBRATION

- Firework Grand Finale Sponsor (LIMIT 1) \$10,000
- Stars & Stripes Sponsor \$5,000
- Festivity Sponsor \$2,500
- Freedom Friend Sponsor \$1,000

VETERANS DAY

- Patron Pride Sponsor \$3,000
- Honor Guard Sponsor \$1,500
- Veteran's Pal Sponsor \$500

FULLERTON NIGHT MARKET

- Market Headliner \$5,000
- Kids Corner Sponsor \$4,000
- Live Band Supporter \$2,500
- Market Supporter \$1,000
- Market Associate \$500
- Market Finale (limit 2) \$500

FRIDAY NIGHT LIVE CONCERTS

- Headliner Sponsor \$2,000
- Main Stage Sponsor \$1,000
- Rhythm & Roots Sponsor \$500
- Backstage Benefactor Sponsor \$300

TREE LIGHTING CEREMONY

- Tree Lighting Presenter \$2,000
- Holiday Sponsor \$1,000
- Fullerton's Little Helpers -----

FULLERTON COFFEE FEST

- Main Grinder Sponsor \$2,000
- Gold Roast Sponsor \$1,000
- House Blen Sponsor -----

PUP-TOBERFEST

- Top Dog Sponsor \$2,000
- Paw-Some Partner \$1,000
- Pup Pal Sponsor \$500
- In-Kind Donations -----

FIRST NIGHT

- Fireworks Sponsor \$10,000
- New Years Sponsor \$5,000
- Ball Drop Sponsor \$2,000
- Countdown Sponsor \$1,000

PAYMENT

Payment is required before sponsor's participation in any event. Payments are due no later than 30 days before an event. Payments are accepted in check, Visa and Mastercard. Make Checks payable to the City of Fullerton. Tax ID # available upon request.

Mail or deliver payment to:
City of Fullerton
Attn: Parks & Rec | Sponsorships
303 W. Commonwealth Ave.
Fullerton, CA 92832

THANK YOU FOR YOUR SUPPORT!

Contact us for more information: 714-738-6587 | specialevents@cityoffullerton.com