



2026

HADDON AVENUE STREET FESTIVAL

Sponsorship Deck - Corporate





ABOUT US

Parkside Business & Community in Partnership



WWW.PBCIP.ORG

As a non-profit, membership-driven organization focused on fostering a healthier and more equitable neighborhood in the Parkside community of Camden, we are committed to advocacy, collaboration, and a steadfast dedication to building quality workforce housing, revitalizing commercial spaces for local entrepreneurs, expanding access to healthy food, and transforming systems to positively impact future generations. We are also committed to place making, creating vibrant spaces and event that honor the needs and aspirations of local residents while fostering strong connections and enhancing overall quality of life.



Street Festival 2025 Experience

Parkside Business & Community In Partnership, Inc. (PBCIP) held its 16th Annual Haddon Avenue Street Festival on Saturday, September 20, 2025. The festival celebrated the intersection of family, community, entrepreneurship, the arts, and entertainment, aiming to boost Camden's cultural, economic, and social vitality at the neighborhood level.

Continuing our tradition as a family-friendly event, the Haddon Avenue Street Festival offers a day packed with fun, entertainment, and essential information on health, active living, personal well-being, the arts, and education. With over 75 vendors and an anticipated attendance of more than 10,000 people from Camden and the surrounding region, the festival will take in Farnham Park. Running from noon to 5 PM, the event features main-stage performances, local vendors, a dedicated children's area, community resources, food trucks, and much more.



10,000+

Attendees on Haddon Avenue



75+

Vendors & Small Businesses



**National & Local
Performers**



**Children's Book Fair
Petting Zoo
Gaming Truck
Family Friendly Activities**



2026 Highlights



Chrisette Michele - Headliner

Chrisette Michele is an acclaimed American R&B and Soul singer known for her jazz-inflected style and introspective songwriting. Emerging onto the music scene with a blend of classic soul influences and contemporary R&B, she has captivated audiences with emotionally resonant melodies and lyricism - most notably her Grammy-winning track "Be OK." Her work continues to push the boundaries of modern soul, earning her a dedicated fan base and critical recognition for her authenticity, musical versatility, and compelling live performances.

Small Business Expo

The Small Business Expo that will be hosted during the Street Festival is a vibrant showcase of innovation and community spirit. Attendees experience engagement with local resources, dynamic panel discussions, and valuable networking sessions that connect local entrepreneurs and industry experts. The event celebrates small business success while inspiring future collaborations and growth, leaving participants energized and optimistic about the next steps in their ventures.



Local Talent Showcase

We will be showcasing the vibrant talent of our local community by featuring live performances from a diverse lineup of artists. Local creatives take the stage to deliver dynamic shows that highlight their unique styles and innovative expressions, fostering a celebration of community artistry that connects and inspires all who attend.



Sponsorship Packages

■ Bronze Sponsorship

\$10,000

-
- Your name referenced throughout the event from the stage..
 - Your logo on event t-shirts, website and link to your business from PBCIP website.
 - Your logo on all event materials and signage.
 - Promotional booth on site to be staffed by sponsor.
 - Inclusion in press releases.
 - Opportunity for a representative to speak at the event.
 - Weekly Acknowledgement on PBCIP Social Media and Community Wide Emails
 - Limited Access Backstage during the Festival

■ Silver Sponsorship

\$15,000

-
- Your name referenced throughout the event from the stage..
 - Your Logo on event t-shirts, website and link to your business from PBCIP website.
 - Your logo on all event materials and signage.
 - Promotional booth on site to be staffed by sponsor.
 - Inclusion in all media mentions through social media, press releases and emails.
 - Opportunity for a representative to speak at the event.
 - Weekly Acknowledgement on PBCIP Social Media and Community Wide Emails
 - Limited Access Backstage during the Festival
 - Logo included on our Billboard Advertisements
 - Title Partners for a “Designated Section” of the Haddon Avenue Street Festival



Sponsorship Packages

■ Gold Sponsorship \$20,000

- Your name referenced throughout the event from the stage..
- Your logo on event t-shirts, website and link to your business from PBCIP website.
- Your logo on all event materials and signage.
- Promotional booth on site to be staffed by sponsor.
- Inclusion in all media mentions through social media, press releases and emails.
- Opportunity for a representative to speak at the event.
- Weekly Acknowledgement on PBCIP Social Media and Community Wide Emails
- Limited Access Backstage during the Festival
- Logo included on our Billboard Advertisements
- Title Partner for the Haddon Avenue Street Festival - Your brand listing as a co-host

■ Platinum Sponsorship \$25,000

- Your name referenced throughout the event from the stage.
- Your logo on event t-shirts, website and link to your business from PBCIP website.
- Your logo on all event materials and signage.
- Promotional booth on site to be staffed by sponsor.
- Inclusion in all media mentions through social media, press releases and emails.
- Opportunity for a representative to speak at the event.
- Weekly Acknowledgement on PBCIP Social Media and Community Wide Emails
- Limited Access Backstage during the Festival
- Logo included on our Billboard Advertisements
- Title Partner for the Haddon Avenue Street Festival- Your brand listing as a co-host
- Prime Brand Placement throughout the entire festival
- Table set-up inside of our Small Business Expo
- Opportunity to present offerings during the Small Business Expo
- Exclusive Inclusion in our Radio advertising



Thank You

We appreciate your time and consideration in reviewing the Haddon Avenue Street Festival sponsorship deck. Your support plays a crucial role in celebrating our vibrant community and creating lasting connections through art, music, and local culture.

For additional information or to discuss sponsorship opportunities further, please reach out to Indya Walker.

Thank you once again for your interest and commitment. We look forward to the opportunity to collaborate and make this year's festival a resounding success.



 (856) 964-0440

 1487 Kenwood Avenue | Camden, NJ 08103

 iwalker@pbcip.org

 www.pbcip.org