



GRATEFUL ED FOUNDATION PRESENTS ROCKTOBERFEST

ABOUT THE MILLBURN EDUCATION FOUNDATION

- We act as a catalyst to enhance and support learning opportunities for our students
- **We support all eight public schools in town** via grants for innovative student programs and activities and to education staff to establish quality projects
- We foster community and private sector relationships to support our students' educational interests
- We procure donations, grants, and funds to support our mission
- **Since 1993 we have donated over \$3 million as we fund innovative & progressive technology and programs and staff development that can not be funded within current budget caps**

ROCKTOBERFEST DETAILS

- **WHEN:** Saturday, September 18, 2021; 12:00 pm – 10:00 pm (Rain date: Sept. 25)
- **WHERE:** Taylor Park, Millburn
- **WHAT:** Music festival fundraiser featuring **live bands** playing a variety of musical genres at two stages, **food and drinks** from local businesses and beyond, **art contest, kids zone** with games, STEM & arts classes, and rides, **retail and artisan sales, fitness zone** offering free classes throughout the day.
****5000 attendees in 2019****
- **PUBLICITY/ADVERTISING:** TAP, Patch, The Item, Millburn school newsletters/eblasts/student announcements, Facebook, Instagram, four prominently placed banners in downtown Millburn, posters, flyers, listservs: Workmom, Newcomers and Neighbors, DesiMoms, all community FB groups



ROCKTOBERFEST

VENDOR OPPORTUNITIES

• FOOD VENDOR:

Location: Outdoors at the music festival in Taylor Park

Time: 12:00 - 10:00 PM (minimum of 6 hours)

- Set up a table to provide a service, sell your merchandise and/or food and beverage in Taylor Park near the bandstand
- All vendors are provided with a 10' X 10' outdoor space ONLY. Vendors must provide their own setup equipment, including tents, chairs, displays, etc.* If you require a generator, please let us know immediately.**

FEE: \$325

• RETAIL VENDOR:

Location: Outdoors at the Retail Zone in Taylor Park

Time: 12:00 - 9:00 PM (minimum of 6 hours)

- Local shops - e.g. books, clothing, tech, brands
- All vendors are provided with a 10' X 10' outdoor space ONLY. Vendors must provide their own setup equipment, including tents, chairs, displays, etc.*

FEE: \$300

• ARTS/CULTURE/STEM/EDUCATION EXPO SPACE:

Location: Kids Zone, site of inflatables, games/rides, face painting, 2nd stage, food vendors

Time: 12:00 - 6:00 PM (minimum of 3 hours)

- Promote your PreK-3rd grade business! Sign up new students, present business offerings, host a class/workshop if appropriate
- All vendors are provided with a 10' X 10' outdoor space ONLY. Vendors must provide their own setup equipment, including tents, chairs, displays, etc.*

FEE: \$200

• ARTISAN VILLAGE VENDOR:

Location: Outdoors at the Arts & Crafts Zone in Taylor Park

Time: 12:00 - 9:00 PM (minimum of 6 hours)

- Handmade goods from small businesses
- All vendors are provided with a 10' X 10' outdoor space ONLY. Vendors must provide their own setup equipment, including tents, chairs, displays, etc.*

FEE: \$150

- **ROCKTOBERFEST RETAILER DEALS:** Can't staff our event? You can still participate! Local retailers and restaurants can offer a percentage of retail sales to the Ed Foundation on the day of, week of, or month of the event. Please contact us to sort out the details

* Larger space available upon request for additional fee

** Generator rental available upon request via event rental company