

## CELEBRATING COMMUNITY FOR OVER 30 YEARS

Drawing crowds of nearly 40,000 people, Celebrate! West Hartford is an annual two-day outdoor festival for the whole family. Since 1987, businesses have been engaging with the greater-Hartford community at Celebrate! West Hartford in a friendly and fun atmosphere unlike any other.

- Award-winning Arts & Crafts Fair
- Carnival Rides & Amusements
- 50+ Sponsor Exhibitors
- 70+ Non-profit Organizations
- 25+ Food Court Vendors
- Live music
- Road Races

## BE A SPONSOR!

Sponsorships help to offset the costs of producing Celebrate! West Hartford. With sponsor support, admission and many of the attractions are free for all visitors. All sponsors are invited to exhibit during the festival.

- Build community relationships
- Meet face-to-face with potential & existing customers
- Promote your business to thousands in Hartford-area
- Tented booth, table & chairs provided
- Subject to approval by CWH Committee. Promotional purposes only (no selling).

**“Celebrate! West Hartford is an event we look forward to each June. Being seen in the community by thousands of attendees from West Hartford and the surrounding communities is a great opportunity to reach potential customers.**

***It is a fun and festive atmosphere to have conversations with people and be able to answer questions in a friendly and casual environment.***

***We are proud of being part of this community and the support it gives to local business.* ”**

Daniel Aloï  
Mathnasium

For more information and  
**Sponsorship Application**  
contact:

Linda Geisler  
Event Director  
Celebrate! West Hartford  
50 South Main Street, Rm 128  
West Hartford, CT 06107

O: 860-561-7512

E: [Linda.Geisler@WestHartfordCT.gov](mailto:Linda.Geisler@WestHartfordCT.gov)

[www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com)



June 6 & 7, 2020

**SPONSORSHIP  
OPPORTUNITIES**



**BEST OF  
Hartford  
MAGAZINE**

[www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com)





June 6 & 7, 2020

Contact: Linda Geisler  
O: 860-561-7512

E: Linda.Geisler@WestHartfordCT.gov • W: CelebrateWestHartford.com

	Exclusive Sponsorships <small>Limited to one sponsor each. Call for availability.</small>						Road Race Sponsorships			Festival Sponsorships			All Sponsors
	Presenting: \$10,000	Arts & Crafts: \$6,000	Stage: \$6,000	Step Up To Health: \$2,900	Horse-Drawn Trolley: \$2,900	Petting Farm: \$2,900	Gold: \$6,000	Silver: \$3,000	Bronze: \$1,500	Diamond: \$5,700	Ruby: \$2,700	Sapphire: \$1,400	
• Prime positioning of logo on ALL advertisements, posters, programs, website & social media pages	<input checked="" type="checkbox"/>												<ul style="list-style-type: none"> <li>◆ Logos must be received by April 15th in order to guarantee inclusion in ads, program and website.</li> <li>◆ Provide digital logo files in high resolution. JPEG format preferred.</li> <li>◆ Logos will be sized and positioned by giving level.</li> <li>◆ Sponsor thank you ads will appear in special sections of local and regional newspapers.</li> </ul>
• Press release announcing sponsorship	<input checked="" type="checkbox"/>												
• Prime positioning of corporate banner in Festival	<input checked="" type="checkbox"/>												
• Corporate banner displayed in Arts & Crafts Show		<input checked="" type="checkbox"/>											
• Corporate banner displayed on Stage			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
• Corporate banner displayed near Activity				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
• Choice of booth location as available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
• Expanded exhibit space upon request as available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
• Logo on Arts & Crafts Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>											
• Logo on Arts & Crafts Advertisements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>											
• Logo on Posters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
• Logo on CWH website. Link to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
• Logo on the back of the official Road Race T-shirt	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
• Thank you announcement during Road Race Awards Presentation	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>						
• Thank you announcements from Stage prior to each act	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>										
• Thank you announcements from Stage at beginning & end of each day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
• Thank you post on Social Media specific to your company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
• Thank you post on Social Media grouped with other sponsors	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Exhibitor Booth: 10'x10' canopy tent, with table & chairs provided	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Logo on sponsor thank you Ads, Programs & CWH Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Acknowledgement in event Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Business name listed on A-frame sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Sponsors committed by Jan 15 will have logo in early advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Media and In-Kind donors will be recognized according to giving level based on value of contribution.

Non-Exhibiting Cash Donors will be recognized as follows — Patron: \$500-\$1,399; Donor: \$250-\$499; Supporter: \$100-\$249; Friend: \$1-\$99.