

CELEBRATING COMMUNITY FOR OVER 35 YEARS

Drawing crowds of nearly 40,000 people, Celebrate! West Hartford is an annual two-day outdoor festival the whole family can enjoy.

- Award-winning Arts & Crafts Show
- Carnival Rides & Amusements
- 50+ Sponsor Exhibitors
- 70+ Non-profit Organization Exhibitors
- 25+ Food Vendors
- Live Music
- FUNd RUNS: 5K & Kids' K

Since 1987, sponsorships have helped to offset the costs of producing the event. With sponsor support, admission and many of the attractions are free for all visitors. In exchange, sponsors benefit from an array of unique promotional opportunities.

EXHIBITOR BENEFITS

Sponsors are encouraged to exhibit during the festival. At Celebrate! West Hartford businesses can engage with the greater-Hartford community in a friendly and fun atmosphere unlike any other.

- Build community relationships
- Meet face-to-face with potential & existing customers
- Promote your business to thousands in Hartford-area (no selling at event)
- Tented booth, table & chairs provided

SPONSORSHIP OPTIONS

Unlimited Gold, Silver & Bronze Festival Sponsorships are available to multiple sponsors at each level. All sponsors from the Bronze level and up are invited to exhibit in the Business & Non-Profit Expo during the festival. We will provide a 10'x10' white canopy tent, along with tables and chairs. You bring decorations, promotional material and special attractions to draw visitors to your booth. The higher the level of sponsorship you choose, the more benefits you'll enjoy.

Exclusive Special Feature Sponsorships are limited to one sponsor each. Each Special Feature Sponsorship comes with all the benefits of our Gold level Festival Sponsors plus additional exclusive advantages.

Presenting: This top-tier sponsorship features maximum exposure including prime positioning of your corporate banner in the festival and your logo on digital and print media and more. *Sorry! This one is taken already for 2025.*

Arts & Crafts Show: With this sponsorship your corporate banner will hang prominently among 150+ vendors in the award-winning Arts & Crafts Show and your logo will go on the program and ads.

Stage: Live music all weekend long attracts thousands of visitors to the StageMobile where your banner will hang for all to see, and our emcee will announce your support between acts.

Petting Farm: Festival-goers of all ages can't resist a stop to admire the adorable animals at the petting farm. This special feature sponsor will have their banner prominently displayed for petters and passers-by to see.

Hunt For Health: Your logo will mark the stops on a scavenger hunt for healthy activities provided by other exhibitors in the festival. We'll create the hunt. You reward participants with a prize.

Social Media: Help support CWH's promotion on Facebook, Instagram and more, and we will tag you in our posts.

Art In Action: Visitors can take part in a collaborative community art project and see live art demonstrations under this dedicated tent where your corporate banner will be prominently displayed.

Find a full list of sponsorship features inside.

Celebrate!

WEST HARTFORD

June 7 & 8, 2025

SPONSORSHIP OPPORTUNITIES



Presented by:

 PeoplesBank

**BEST OF
Hartford
MAGAZINE**



www.CelebrateWestHartford.com



June 7 & 8, 2025

Saturday: 10 a.m.—6 p.m. | Sunday: Noon—6 p.m.

On the Grounds of West Hartford Town Hall
50 South Main Street, West Hartford, CT

Sponsorship Benefits

	Presenting: \$10,000	Arts & Crafts: \$6,000	Stage: \$5,000	Hunt for Health: \$3,500	Social Media: \$3,500	Art In Action: \$3,500	Petting Farm: \$3,500	Gold: \$2,500	Silver: \$1,700	Bronze: \$1,400
· Prime positioning of logo on advertisements, posters, programs, website & social media pages	<input checked="" type="checkbox"/>									
· Press release announcing sponsorship	<input checked="" type="checkbox"/>									
· Prime positioning of corporate banner in festival	<input checked="" type="checkbox"/>									
· Thank you announcement during 5K awards presentation	<input checked="" type="checkbox"/>									
· Logo on Arts & Crafts Show program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								
· Logo or business name on Arts & Crafts Show advertisements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								
· Logo on posters distributed throughout West Hartford	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
· Thank you announcements from stage after each act	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
· Corporate banner displayed near activity/stage/Arts & Crafts Show	<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"/>			
· 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"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
· Social media post created or shared specific to sponsor	<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 5K T-shirt & two free shirts	<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 FUNd RUNS website linked 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"/>	
· 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"/>
· Thank you post on social media upon commitment	<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	<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 A-frame sign by the stage	<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 in early advertising of sponsors committed by Jan 1st	<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"/>

In-Kind donors will be recognized at sponsor level based on value of contribution.

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

Exclusive SPECIAL FEATURE Sponsorships

Limited to one sponsor each. Call for availability.

Unlimited FESTIVAL Sponsorships

Multiple sponsors at each level.

All Sponsorships

- ◆ Logos must be received by April 15th in order to guarantee inclusion in ads, program and website.
- ◆ High resolution digital logo files are required. Vector and JPEG, PNG or PDF format.
- ◆ Logos will be sized and positioned by giving level.
- ◆ Sponsor thank you ads will appear in special sections of local and regional newspapers as available.

For more Information contact:

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

T: 860-561-7512 | E: Linda.Geisler@WestHartfordCT.gov | www.CelebrateWestHartford.com



June 7 & 8, 2025

Online Registration is preferred. Go to CelebrateWestHartford.com

SPONSORSHIP APPLICATION FORM

Deadline: April 15 for Registration & Payment

Company Name: _____ Contact Name: _____
 Street Address: _____ City: _____ State: _____ Zip: _____
 Office #: _____ Cell #: _____ Email: _____

SELECT SPONSORSHIP LEVEL ~ Refer to Sponsorship Opportunities brochure for benefit details.

Exclusive Limited to one sponsor each. Call for availability.	Presenting: \$10,000	Unlimited	Gold: \$2,500	Non-Exhibitor Cash / In-Kind Donor	Patron: \$500-\$1,399 \$ _____	<i>The Town That Cares and the Leisure Services Scholarship Fund benefit from a portion of sponsorship proceeds.</i>
	Arts & Crafts Show: \$6,000		Silver: \$1,700		Donor: \$250-\$499 \$ _____	
	Stage: \$5,000		Bronze: \$1,400		Supporter: \$100-\$249 \$ _____	
	Hunt for Health: \$3,500				Friend: \$1-\$99 \$ _____	
	Social Media: \$3,500					
	Art In Action: \$3,500					
	Petting Farm: \$3,500					

MAKE PAYMENT

Sponsorship Amount \$ _____
 # of Electrical Appliances*** x \$50 = \$ _____
TOTAL DUE \$ _____

In addition to this form, I require an Invoice.
 Check or Money Order # _____ Enclosed
Payable to Town of West Hartford Sent separately
 Credit Card — VISA or MasterCard Only
 Name on Card: _____
 Card Number: _____
 Exp: _____ CSV: _____
 Billing Street: _____
 City: _____ ST: _____ Zip: _____

REGISTER TO EXHIBIT: Bronze level & up

Saturday & Sunday Saturday Only Sunday Only Not Exhibiting**
 **Booth may be assigned to a non-profit. Non-exhibitors may skip to the Signature.

CONTACT NAME DURING EVENT: _____
CELL #: _____

REQUEST PROVISIONS: Complimentary booth space includes 10'x10' white canopy tent, 8' tables & chairs for Bronze level and higher. Larger tents/spaces may be requested by higher-level sponsors. Branded tents are not allowed.
 Please indicate TOTAL number of each you require: **Tent Walls:** _____ **Tables:** _____ **Chairs:** _____

*****REQUEST ELECTRICITY:** 20 amp single outlets are \$50 each. Event staff must be aware of each item requiring electricity to ensure supply and safety. **List type of Appliance, Amps & Watts here:**

1) _____ 2) _____
 3) _____ 4) _____

PLAN GIVEAWAYS & ACTIVITIES

Be creative in attracting visitors to booths. Tell us about your planned promotions, activities and giveaways so that we may promote them: _____
 _____ (Booths may be used for promotion only—no selling.)

PROVIDE INSURANCE DOCUMENTS

Questions about insurance requirements? Call 860-561-7485.

A **Certificate of Insurance** is required for all Festival Exhibitors. Policies must include a \$1M/2M General Liability and comply with additional insured requirements. Automobile Liability and Physical Damage coverage is also required. Detailed insurance requirement instructions may be found on our website. Please acknowledge this requirement by checking the box below.

I will provide required insurance documents by the **May 1, 2025** in order to participate in this festival.

ACCEPT LIABILITY WAIVER

I bring to, keep and remove my property (including but not limited to, goods, tables, tents, vehicles, trailers or RVs) from the event at my sole risk. I knowingly, intelligently and voluntarily assume sole responsibility for me, my property, and persons working for or volunteering on my behalf. I shall hold harmless the Town of West Hartford, its officials, officers, agents, employees, representatives and sponsors, for all liabilities as a result of any action, claim, costs, damages, judgments, litigation costs, attorneys' fees, penalties or fees for bodily injury and property damage sustained by any person or concern caused in whole or in part by me, my goods and services, and persons working for or volunteering on my behalf at this event. All applicants are subject to approval by the Celebrate! West Hartford Committee.

I understand and accept all the terms and conditions in this Agreement.

Duly Authorized Signature: _____ Print Name: _____ Date: _____