

## 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 Festival Gold, Silver & Bronze** level 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. Bring your own 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 2024.*

**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. *Sorry! This one is taken already for 2024.*

**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 8 & 9, 2024

## SPONSORSHIP OPPORTUNITIES



**BEST OF**  
**Hartford**  
**MAGAZINE**

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





June 8 & 9, 2024

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

- Prime positioning of logo on advertisements, posters, programs, website & social media pages
- Press release announcing sponsorship
- Prime positioning of corporate banner in festival
- Thank you announcement during 5K awards presentation
- Logo on Arts & Crafts Show program
- Logo or business name on Arts & Crafts Show advertisements
- Logo on posters distributed throughout West Hartford
- Thank you announcements from stage after each act
- Corporate banner displayed near activity/stage/Arts & Crafts Show
- Expanded exhibit space upon request as available
- Choice of booth location as available
- Social media post created or shared specific to sponsor
- Logo on the back of the official 5K T-shirt & two free shirts
- Logo on event website linked to sponsor website
- Exhibitor Booth: 10'x10' canopy tent, with table & chairs provided
- Thank you post on social media upon commitment
- Logo on sponsor thank you ads & programs
- Logo on A-frame sign by the stage
- **Logo in early advertising of sponsors committed by Jan 1st**

## Exclusive SPECIAL FEATURE Sponsorships

Limited to one sponsor each. Call for availability.

## Unlimited FESTIVAL Sponsorships

Multiple sponsors at each level.

## All Sponsorships

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
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- ◆ 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.

## Register Early for Discounts

Save \$200 by Jan. 31  
Save \$150 by Feb. 28  
Save \$100 by Mar. 31  
(\$1,400+ levels)

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.

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

# SPONSORSHIP APPLICATION FORM

Deadline: April 15 for Registration & Payment

**Register Early for Discounts**

\* Save \$200 by Jan. 31 ~ Save \$150 by Feb. 28 ~ Save \$100 by March 31 (\$1,400+ levels)

Sponsors who register by Jan. 1 will be included in early-Spring advertising.

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

## MAKE PAYMENT

Sponsorship Amount ..... \$ \_\_\_\_\_

# of Electrical Appliances\*\*\* \_\_\_\_ x \$50 = ..... \$ \_\_\_\_\_

Less early-registration discount \* ..... - \$ \_\_\_\_\_

**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 sponsors \$1,400+. 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

**Due by May 1, 2024** | 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 **May 1, 2024** 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: \_\_\_\_\_