

# Celebrate!

WEST HARTFORD

June 6 & 7, 2026

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

## SPONSORSHIP OPPORTUNITIES

### GENERAL FESTIVAL SPONSORSHIPS

- GOLD
- SILVER
- BRONZE

**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.

### SPONSOR BENEFITS

ALL Sponsors are encouraged to exhibit during the festival where 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 the Hartford-area (no selling at the event).
- Tented booth, table & chairs provided.

## CELEBRATING COMMUNITY FOR OVER 35 YEARS!

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

- **Carnival Rides & Amusements**
- **Business & Nonprofit Expo • Food Vendors**
- **Award-winning Arts & Crafts Show**
- **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.

### SPECIAL FEATURE SPONSORSHIPS

- **PRESENTING**
- **ARTS & CRAFTS SHOW**
- **STAGE**
- **AMERICA 250**
- **FOOD COURT**
- **WELLNESS QUEST**
- **SIPS & STORIES**
- **PETTING FARM**

**Exclusive Special Feature Sponsorships** are one-of-a-kind and 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 2026.*

**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.

**America 250:** ONE YEAR ONLY! Help West Hartford celebrate the birth of our nation by supporting special performances, flags and giveaways honoring America.

**Food Court:** The Food Court is a main attraction of the event offering a wide variety of international cuisine and festival favorites. Your logo will be prominently displayed on waypoint signs and your banner will hang in the dining tent.

**Sips & Stories:** NEW THIS YEAR! This sponsorship will help carve out a new corner in the festival designed to attract book buffs and coffee connoisseurs. Local writers will be featured with book signings and readings and activities for all ages.

**Wellness Quest:** Your logo will mark the stops on a map featuring healthy activities provided by other exhibitors in the festival. We'll create the map. You reward participants who complete the course with a prize.

**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.

*Find a full list of sponsorship benefits and pricing on the reverse side.*

# Celebrate! WEST HARTFORD

June 6 & 7, 2026

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

· 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/sign 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 FUNd RUNS website linked to sponsor website

· Exhibitor Booth: 10'x10' canopy tent, with table & chairs provided

· Logo on sponsor thank you ads & programs

· Logo on A-frame sign by the stage

· Logo of sponsors committed by **DECEMBER 19** in early advertising

## 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	AMERICA 250 \$5,000	STAGE \$5,000	FOOD COURT \$3,500	SIPS & STORIES \$3,500	WELLNESS QUEST \$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	<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"/>	<input checked="" type="checkbox"/>							
· Thank you announcements from stage after each act	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
· Corporate banner/sign displayed near activity/stage/Arts & Crafts Show	<input checked="" type="checkbox"/>										
· Expanded exhibit space upon request as available	<input checked="" type="checkbox"/>										
· Choice of booth location as available	<input checked="" type="checkbox"/>										
· Social media post created or shared specific to sponsor	<input checked="" type="checkbox"/>										
· Logo on the back of the official 5K T-shirt & two free shirts	<input checked="" type="checkbox"/>										
· Logo on FUNd RUNS website linked to sponsor website	<input checked="" type="checkbox"/>										
· Exhibitor Booth: 10'x10' canopy tent, with table & chairs provided	<input checked="" type="checkbox"/>										
· Logo on sponsor thank you ads & programs	<input checked="" type="checkbox"/>										
· Logo on A-frame sign by the stage	<input checked="" type="checkbox"/>										
· Logo of sponsors committed by <b>DECEMBER 19</b> in early advertising	<input checked="" type="checkbox"/>										

- Logos must be received by April 15 in order to guarantee inclusion in ads, program, website and signage.

- 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.



Check out our website for event photos and more information.

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.

Register at [www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com) under "Sponsors"

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](mailto:Linda.Geisler@WestHartfordCT.gov) | [www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com)



39th Annual

June 6 & 7, 2026

Online Registration is preferred. Go to [CelebrateWestHartford.com](http://CelebrateWestHartford.com)

# SPONSORSHIP APPLICATION FORM

Deadline: April 15 for Registration & Payment

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Email: \_\_\_\_\_

*The Town That Cares and the Leisure Services Scholarship Fund benefit from a portion of sponsorship proceeds.*

### SELECT SPONSORSHIP LEVEL:

Refer to Sponsorship Opportunities Info for benefit details.

<b>SPECIAL FEATURE</b> Exclusive. Limited to one sponsor each. Call for availability.	PRESENTING: \$10,000
	ARTS & CRAFTS: \$6,000
	AMERICA 250: \$5,000
	STAGE: \$5,000
	FOOD COURT: \$3,500
	SIPS & STORIES: \$3,500
	WELLNESS QUEST: \$3,500
<b>FESTIVAL</b> Unlimited Sponsors	PETTING FARM: \$3,500
	GOLD: \$2,500
	SILVER: \$1,700
<b>IN-KIND/MEDIA/CASH</b>	BRONZE: \$1,400
	Description & Value: \$ _____

### REGISTER TO EXHIBIT: Bronze level & up

Saturday & Sunday    Saturday Only    Sunday Only    Not Exhibiting\*\*

\*\*Booth may be assigned to a nonprofit. 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.)

\_\_\_\_\_  
\_\_\_\_\_

### MAKE PAYMENT

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

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

**TOTAL DUE** ..... \$ \_\_\_\_\_

In addition to this form, I require an invoice.

Check or Money Order # \_\_\_\_\_ (Payable to Town of West Hartford –CWH)

Enclosed    Sent separately

Credit Card — VISA or MasterCard Only

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

Card Number: \_\_\_\_\_ CSV: \_\_\_\_\_

Billing Street: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

### 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, 2026** 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: \_\_\_\_\_