



February 11, 2025

Dear Business & Community Supporter,

We hope this letter finds you well. We're reaching out on behalf of *Celebrate Shelton*, a dynamic community initiative with a simple yet powerful mission: to create meaningful experiences for residents, businesses, and visitors. Born from a passion for revitalizing Downtown Shelton, *Celebrate Shelton* fosters connection through a signature series of high-quality, inclusive events.

For over 12 years, we've hosted more than 60 events, attracting over 100,000 attendees. These gatherings—focused on family engagement and the arts—have helped spark a cultural renaissance in Downtown Shelton. Our no-cost events aim to strengthen community bonds and promote cultural enrichment, ensuring there's something for everyone.

At *Celebrate Shelton*, we deeply value the power of community and corporate partnerships. We believe that by nurturing relationships—whether as individuals, organizations, or businesses—we can inspire growth, creativity, and a shared sense of purpose. Together, we have the potential to create something great.

As a leader in the Shelton business community, we believe *Celebrate Shelton* can offer a unique opportunity to enhance your visibility and contribute to Shelton's continued growth. Your sponsorship will help ensure the success of our events while positioning your business as a key supporter of our community and *Celebrate Shelton*'s growing vision.

We invite you to consider partnering with us in 2025. Our sponsorship packages are designed to provide excellent exposure for your company, with several levels of support to choose from. We would love the opportunity to discuss how we can collaborate and make this year's events even more exciting.

Please let us know a convenient time to connect.

Thank you for considering this opportunity. We look forward to working together and celebrating Shelton in a big way!

Sincerely,

Michael Skrtic, Nicole Heriot-Mikula & Jimmy Tickey



2025 ANNUAL SPONSORSHIP GUIDE

About Celebrate Shelton

Celebrate Shelton is dedicated to creating vibrant, high-quality experiences for residents, businesses, and visitors. As a private city-wide initiative, we host signature events that brought over 20,000 attendees in 2024 alone.

Our mission is simple: to deliver exceptional events that bring our community together—whether you're attending, partnering, or volunteering. Every interaction matters, and we are committed to excellence in everything we do. Thanks to the generosity of our sponsors, all events are hosted with a suggested donation. We welcome families, friends, and even pets. Learn more at CelebrateShelton.com.

2025 Event Lineup

Food Trucks on the River

Savor bites from 25+ of Connecticut's best food trucks while enjoying live music, local shopping, 18-hole mini golf, children's activities, and a large mobile bar & Listening Lounge.

Friday, May 30 | 5 PM - 10 PM

Saturday, May 31 | 11 AM - 8 PM

Rain Date: June 1

Downtown Sounds Summer Concerts

Celebrate our 12th year with two days of live music, craft beer and wine, artisan vendors, food trucks, and fun for all ages.

Friday, July 25 | 5 PM - 10 PM

Saturday, July 26 | 11 AM - 6 PM

Rain Date: July 27

Food Trucks on the River - Fall Edition

Enjoy a festive autumn atmosphere with 25+ food trucks, live music, a pop-up circus (two shows), children's activities, and a large mobile bar & Listening Lounge.

Friday, September 12 | 5 PM - 10 PM

Saturday, September 13 | 11 AM - 6 PM

Rain Date: September 14

Community Tree Lighting

Kick off the holiday season with artisan vendors, bonfires, choir performances, free hot cocoa and cookies, and a special visit from Santa and Mrs. Claus.

Friday, December 5 | 5 PM

We are able to host these events with a suggested donation only thanks to our generous sponsors. To learn more visit CelebrateShelton.com.

BE THE CHANGE SPONSOR

\$15,000

ONSITE

- Main Gate presence for all Celebrate Shelton event dates
- Large logo banner display at all Celebrate Shelton event dates on Main Stage **AND** Main Gate
- 3 minute on-stage remarks for all Celebrate Shelton event dates (to be approved in advance by CS team)
- Three on-stage acknowledgements throughout the course of each event
- Putt Partners signage on final #18 hole @ Food Trucks on the River
- Private VIP area w/ tent & seating area for 2 days @ Downtown Sounds Summer Concerts
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- **Reach 5,000+ Shelton households** through a direct mail marketing piece featuring your company's branding, alongside event promotions, providing targeted exposure to local residents actively engaged in community events and supporting local businesses.
- Featured logo placement on all printed & digital materials (annually printed: 25k flyers, 500 posters)
- Linkable logo placement on home and sponsor page of the Celebrate Shelton's website
- Three sponsorship spotlights on website blog
- Company recognition in all press releases
- Three sponsorship spotlights/call-to-actions to our 3000+ email subscriber list
- Logo with link to website embedded in footer of each email distributed within the year
- Seven branded social media posts/stories linked to company website or link of choice
- One Facebook Live Collaboration Post or Reel from your destination of choice (upon approval)

MAKE A BIG IMPACT SPONSOR

\$10,000

ONSITE

- Onsite booth space for all Celebrate Shelton event dates (up to 10x20)
- Large logo banner display at all Celebrate Shelton event dates at Main Gate
- Live recognition at two of the events (to be coordinated pre-event)
- Two Main Stage acknowledgements throughout the course of each event
- Putt Partners signage on #1 hole @ Food Trucks on the River
- Three reserved high tops at Downtown Sounds Summer Concerts
- Twenty drink tickets per day at Downtown Sounds Summer Concerts (qty: 40)
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- **Reach 5,000+ Shelton households** through a direct mail marketing piece featuring your company's branding, alongside event promotions, providing targeted exposure to local residents actively engaged in community events and supporting local businesses.
- Logo placement on all printed & digital materials (annually printed: 25k flyers, 500 posters)
- Prominent linkable logo placement on top of Celebrate Shelton's website sponsor page.
- One sponsorship spotlight on website blog
- Company recognition in all press releases
- Two sponsorship spotlights/call-to-actions to our 3000+ email subscriber list
- Logo with link to website embedded in footer of each email distributed within the year
- Four branded social media posts/stories linked to company website or link of choice

CULTIVATE GREATNESS SPONSOR

\$7,500

ONSITE

- Onsite booth space for Food Trucks on the River event dates (up to 10x20)
- Exclusive sponsorship and large logo banner display in the Listening Lounge @ New Belgium Mobile Bar on Food Trucks on the River event dates

- Live Recognition/ Introduction from Listening Lounge Stage
- Mentions from Main Stage throughout the entire season
- Putt Partners signage on #9 hole @ Food Trucks on the River
- Three reserved high tops at Listening Lounge for every Food Trucks on the River date
- Ten drink tickets per Food Trucks on the River (qty: 20)
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- Logo placement on all printed & digital materials (annually printed: 25k flyers, 500 posters)
- Linkable logo placement on Celebrate Shelton's website sponsor page
- Company recognition in all press releases
- One sponsorship spotlights/call-to-actions to our 3000+ email subscriber list
- Three branded social media posts/stories linked to company website or link of choice

VISIONARY SPONSOR \$5,000

ONSITE

- Onsite booth space for two Celebrate Shelton event dates (up to 10x20)
- Mentions from Main Stage throughout the entire season
- Company materials available at all Celebrate Shelton event dates on our Community Bulletin Board
- Two reserved high tops at Downtown Sounds Summer Concerts
- Five drink tickets per day at Downtown Sounds Summer Concerts (qty: 10)
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- Logo placement on all printed & digital materials (annually printed: 25k flyers, 500 posters)
- Linkable logo placement on Celebrate Shelton's website sponsor page
- Company recognition in all press releases
- Two branded social media posts/stories linked to company website or link of choice

COMMUNITY MATTERS SPONSOR \$2,500

ONSITE

- Onsite booth space for one Celebrate Shelton event date (up to 10x10)
- Mentions from Main Stage throughout the entire season
- Company materials available at all Celebrate Shelton event dates on our Community Bulletin Board
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- Logo placement on all printed & digital materials (annually printed: 25k flyers, 500 posters)
- One branded social media post linked to company website
- Logo on website clickable to company website

WE BELIEVE IN YOU SPONSOR \$1,000

ONSITE

- Company materials available at all Celebrate Shelton event dates on our Community Bulletin Board
- Logo on annual sponsor banners

DIGITAL & COMMUNITY OUTREACH

- One branded social media post linked to company website
- Logo on website clickable to company website

Checks can be made out to Celebrate Shelton: PO Box 2387, Shelton CT 06484.

Please provide us your logo in vector format to celebrateshelton@gmail.com.

Connecticut Tax ID Number 47-1944881.