

# CELEBRATE SHELTON

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## 2024 ANNUAL SPONSORSHIP GUIDE

### SIX (6) 2024 EVENTS:

*All of our events are suggested donation ONLY. Our goal is to create high quality events accessible to all.*

#### **Friday, May 31st from 5pm - 10pm - Food Trucks on the River**

Join 25+ food trucks for the Valley's largest food truck event with live music, children's activities, beer garden and artisan vendors. Rain Date: June 2

#### **Saturday, June 1st from 12pm - 8pm - Food Trucks on the River**

Join 25+ food trucks for the Valley's largest food truck event with live music, children's activities, beer garden and artisan vendors. Rain Date: June 2

#### **Friday, July 26th from 5pm-10:00pm - Downtown Sounds Summer Concert**

Our 10th anniversary! Join our summer concert with live music, kids hour, beer garden and food trucks. Rain Date: July 27

#### **Friday, October 11th from 5pm - 10pm - Downtown Sounds Fall Edition**

Our Fall Edition extends the summer fun with food trucks, children's activities, artisan vendors. Rain Date: TBD

#### **Saturday, October 12th from 11am - 6pm - Downtown Sounds Fall Edition**

Fall fun with food trucks, children's activities, artisan vendors and more! Rain Date: TBD

#### **Friday, December 6th from 5:30pm-8:00pm - Holiday Tree Lighting**

Our holiday tree lighting with artisan vendors, bonfires, community performances, hot cocoa & cookies and a special visit from Santa.

### 2024 SPONSORSHIP OPTIONS:

#### **SPONSOR \$10,000**

##### **ONSITE**

- Main gate presence for all Celebrate Shelton event dates
- Rights to remarks for all Celebrate Shelton event dates
- Large logo banner display at all Celebrate Shelton event dates (at Main Gate or Main Stage)
- Logo on all printed materials
- Logo on annual sponsor banner

##### **ONLINE & PROMOTION**

- Logo or name on all digital materials
- Three branded social media posts linked to company website
- Company mentions on all press release
- Two dedicated e-newsletters to our 1000+ e-mail subscriber list
- Two Facebook Lives and 5 FB/Insta stories
- Prominent linkable logo placement on home page of the Celebrate Shelton website

## **PARTNERING SPONSOR \$7,500**

### **ONSITE**

- Onsite presence directly next to Main Gate for 5 Celebrate Shelton event dates
- Rights to remarks at 3 Celebrate Shelton event dates
- Large logo banner display at Celebrate Shelton events (at Main Gate or Main Stage)
- Business logo or name on all printed materials (posters, flyers, etc.)
- Mentions from stage throughout the entire season
- Logo on annual sponsor banner

### **ONLINE & PROMOTION**

- Logo or name on all digital materials
- Two branded social media posts linked to company website
- One Facebook Live and 3 FB/Insta stories
- One dedicated email blast
- Prominent linkable logo placement on home page of the Celebrate Shelton website

## **TITLE SPONSOR - \$5,000**

### **ONSITE**

- Onsite presence directly next to Main Gate for 4 Celebrate Shelton event dates
- Business logo or name on all printed materials (posters, flyers, etc.)
- Company materials available at Main Gate of all other Celebrate Shelton dates
- Mentions from stage throughout the entire season
- Logo on annual sponsor banner

### **ONLINE & PROMOTION**

- Logo or name on all digital materials
- One branded social media post linked to company website
- One Facebook Live promotion and 2 FB/Insta stories
- One dedicated email blast
- Logo on website home page linkable to company website

## **COMMUNITY SPONSOR - \$2,500**

### **ONSITE**

- Onsite presence to Main Gate for 2 Downtown Sounds event dates and the Community Tree Lighting
- Business logo or name on all printed materials (posters, flyers, etc.)
- Company materials available at all all other Celebrate Shelton event dates
- Mentions from stage throughout the entire season
- Logo on annual sponsor banner

### **ONLINE & PROMOTION**

- Logo or name on all digital materials
- One branded social media post linked to company website
- Logo on website clickable to company website

## **GRASSROOTS SPONSOR - \$1,000**

### **ONSITE**

- Presence at 1 Downtown Sounds event and the Community Tree Lighting
- Company materials available at all Downtown Sounds event dates
- Logo on annual sponsor banner

### **ONLINE & PROMOTION**

- Recognition of sponsorship via social media outlets
- 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](mailto:celebrateshelton@gmail.com).  
Connecticut Tax ID Number 47-1944881.**