

# CELEBRATE SHELTON

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## 2023 ANNUAL SPONSORSHIP GUIDE

### SEVEN (7) 2023 EVENTS:

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

**Saturday, May 6th 10am-3pm - Mamas & Mimosas** - Join us for a one-day shopping experience at Adam's House with artisans and vendors, wellness workshops, mimosas and VIP services. This event celebrates all the women in our life the weekend before Mother's Day while highlighting our non-profit host, Adam's House.

**Two events! Friday, June 2, 5pm-10pm and Saturday, June 3rd 11am - 6pm - 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.

**Friday, July 21st at 5pm-9:30pm - Downtown Sounds Summer Concert** - Week 1 kicks off our concert series and includes live music, kids hour, beer garden and food trucks.

**Friday, July 28th at 5pm-9:30pm - Downtown Sounds Summer Concert-** Week 2 continues with live music, kids hour, beer garden and food trucks.

**Saturday, October 7th 12pm-6pm - Downtown Sounds Fall Edition** - Our Fall Edition extends the summer fun with food trucks, children's activities, artisan vendors with headliners The Alpaca Gnomes.

**Friday, December 1st at 5pm-8:30pm - Holiday Tree Lighting** - Join us for a holiday tree lighting with artisan vendors, bonfires, community performances, hot cocoa & cookies and a special visit from Santa.

### 2023 SPONSORSHIP OPTIONS:

#### ANNUAL SPONSOR \$10,000

##### ONSITE

- Main gate presence for all 7 Celebrate Shelton event dates
- Rights to remarks for all 7 Celebrate Shelton event dates
- Large logo banner display at all 7 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 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 guest blog spot & one dedicated email blast
- Prominent linkable logo placement on home page of the Celebrate Shelton website

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

#### **ONSITE**

- Onsite presence 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 guest blog spot & one dedicated email blast
- Logo on website home page linkable to company website

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

#### **ONSITE**

- Onsite presence for 2 Downtown Sounds event dates and 1 of either: Mamas & Mimosas or 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
- One guest blog spot
- Logo on website clickable to company website

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

#### **ONSITE**

- Presence at 1 Downtown Sounds event and 1 of either: Mamas & Mimosas or Community Tree Lighting
- Company materials available at all 3 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.**