

# What's it Worth

Saturday, July 20, 2019



## EVENT PROFILE

This is one event that helps create a positive sense of community and impacts the Quality of Place in which we live. Quality of place drives where people want to live, work and invest.

A community Antiques Appraisal Event. Unpack that box tucked away and discover if you are holding onto a gem. Bring your treasured antiques, family heirlooms, and vintage pieces for consultations with professional appraisers.

## PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Summer (distribution of 19,000+)
- Press Releases
- Social Media Campaign – Facebook
- Website Information
- Government Access Cable & Local Channel

SPONSORSHIP BENEFITS	VINTAGE SPONSOR \$350	HEIRLOOM SPONSOR \$600
<b>ONLINE</b>		
Logo displayed on special events page with a link to the sponsor's website	✓	✓
<b>SIGNAGE</b>		
Opportunity to place Sponsor Banner at event		✓
<b>MEDIA PROFILE</b>		
Recognition in printed event publicity (posters, press releases, and more)	✓	✓
Logo included on special event page in <i>DISCOVER</i> guide	✓	✓
Recognition in radio promotions		✓
<b>ONSITE</b>		
Opportunity to distribute promotional material at event	✓	✓

# Chili Cook-Off

Saturday, October 19, 2019



## EVENT PROFILE

This is one event that helps create a positive sense of community and impacts the Quality of Place in which we live. Quality of place drives where people want to live, work and invest.

Who makes the best chili? A healthy competition between surrounding Police, Fire and EMS Departments searing flavors in this fierce Chili Cook Off event that will ensure alarm fun, a hot time, and great bowls of savory taste. Will your Town or City Emergency Responders win the 2019 Chili Cook Off? Tasters cast ballots for the winner.

## PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Brochure (distribution of 19,000+)
- Event Banner along Route 1 (15,100 vehicles pass by daily)
- Press Releases
- Social Media Campaign – Facebook
- Website Information
- Government Access Cable & Local Channel
- Radio

SPONSORSHIP BENEFITS	9-1-1 SPONSOR \$350	LIGHTS & SIRENS SPONSOR \$600
<b>ONLINE</b>		
Logo displayed on special events web page with a link to the sponsor's website	✓	✓
<b>SIGNAGE</b>		
Opportunity to place Sponsor Banner at event	✓	✓
<b>MEDIA PROFILE</b>		
Recognition in printed event publicity (posters, press releases, and more)	✓	✓
Logo included on special event page in <i>DISCOVER</i> guide (With commitment by July 1, 2019)	✓	✓
Recognition in radio promotions		✓
<b>ONSITE</b>		
Opportunity to distribute promotional material at event	✓	✓

# Groton Parks & Recreation

## SPONSOR COMMITMENT FORM

Please complete and return to the address below. Please print all names legibly and exactly as they should appear in all publications.



Sponsor Name

Contact Person

Mailing Address

Billing Address

City  State  Zip

Phone  Email

### TYPE OF CONTRIBUTION

**Cash-** complete box to the right

**In-Kind Sponsorships**

In-Kind sponsorships for any of our events are greatly appreciated. Needs vary by event. If your company would like to contribute to any of our events by providing donation of goods and/or services, please contact Mark Berry as noted below. (complete description box below)

Description

### SPONSORSHIP OPPORTUNITIES

*\*Only 1 per race \*\* Indicates only 1 available*

#### Souper Bowl

- Ladle Sponsor \$600  
 Spoon Sponsor \$350

#### Race Sponsors - Check one

- Mystic Irish 5K  
 Mystic Muddy Mayhem  
 Tour de Noank  
 Hydration Station Sponsor \* \$1,500  
 Finish Line Sponsor \$500  
 Starting Line Sponsor \$250

#### Summer Soundwaves

- Headlining Sponsor \$500  
 Supporting Sponsor \$250

#### 4th of July Parade

- Freedom Sponsor \*\* \$1,000  
 Patriot Sponsor \$500  
 Red/White/Blue Sponsor \*\* \$250

#### Celebration on the Themes

- Stage Sponsor \*\* \$1,500  
 Supporting Sponsor \$150

#### Bakers Battle

- Sprinkles Sponsor \$600  
 Sugar Sponsor \$350

#### What's it Worth?

- Heirloom Sponsor \$600  
 Vintage Sponsor \$350

#### Chili Cook-Off

- Lights & Sirens Sponsor \$600  
 9-1-1 Sponsor \$350

### SPONSORSHIPS MUST BE RECEIVED BY APRIL 1 TO APPEAR IN THE SUMMER DISCOVER GUIDE.

If applicable, please email a camera-ready (.eps) color copy of your sponsor logo to the Email address below for promotional uses.

Questions: Please contact Mark Berry at [mberry@groton-ct.gov](mailto:mberry@groton-ct.gov) or 860-536-5680

Check are made payable and mailed to: Groton Parks & Recreation 29 Spicer Avenue, Noank, CT 06340-5659

Signature

Date