

43rd Annual Apple Harvest Festival

Supervisory Committee

Christopher J. Palmieri – Chairperson
Mark J. Sciota Esq.
Judy Miceli
William J. Masci
Steve Pestillo



Festival Coordinator

James N. Champagne

Sponsorship Coordinator

Melissa Ericksen

SPECIAL MESSAGE TO OUR SPONSORS

Dear Sponsor,

In our continued effort to improve the benefits of being a Sponsor of the Apple Harvest Festival, we have a new sponsorship package enclosed. We think you will see more benefits, more visibility, and the prime real estate we've earmarked. If you have been a previous Sponsor we thank you for your support, you make it possible to bring this wonderful family event to hundreds of thousands of people. If you are interested in becoming a Sponsor, we thank you for wanting to be a part of this town tradition, which is now going into its 43rd year. The festival broke records of attendance and profitability last year, and it continues to evolve in the arts and offers lots of free entertainment geared to families.

This is a non-profit event, if you become a Sponsor we will provide you with a tax donation number. To be included in all advertising promotions, secure your booth location of choice (please review the enclosed festival map), along with an optional event to sponsor, please send us your registration form along with Sponsorship payment. (Booth locations and being a Sponsor of the optional events are on a first come basis). **Please be sure to also send us your company logo so we may post you on the Apple Harvest Festival website immediately. Registration before August 10th will insure inclusion in festival brochure which is available on website and distributed to multiple CT locations.**

If you have any questions please feel free to contact me at 860-276-1966.

We look forward to another tremendous festival year in 2011.

Gratefully,

Melissa Ericksen
Sponsorship Coordinator
P.O. Box 989
Southington, CT 06489
Phone: 860.276.1966
Cell: 860.620.4700
eMail: appleharvestfest@aol.com

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Planning has begun for the 43rd annual Southington Apple Harvest Festival. This hometown event is one of the biggest events held in CT, with an expected attendance of over 100,000 people from our local communities and across New England. This year's festival will be held September 30th - Oct. 2nd and October 7th – 9th. That's six days of sponsorship visibility during festival highlights such as Fireworks, the Parade, live entertainment, crafts and delicious food all during the height of fall foliage. Take advantage of this first rate advertising campaign and reach hundreds of thousands of people. We appreciate your support of Southington's honored tradition. We look forward to working with you to make this festival beneficial for you and those who attend. Register before August 10th to insure inclusion in Festival Brochure. Please call today to join this event!

Sponsorship Opportunities:

PLATINUM SPONSORSHIP – (\$7,500) Includes the following optional activities to host, Fireworks or the Parade

- ◆ All listed under Gold, Silver and Bronze Sponsorships, plus the following
- ◆ Hospitality tent in prime location
- ◆ Significant Presence in Advertising Campaigns including Print & broadcast, newspapers, have your company logo prominently displayed on the cover and into the hands of thousands of potential customers in the AHF Brochure.
- ◆ Public Announcements of Sponsorship throughout duration of your event.
- ◆ 6 tickets to the Apple Harvest Festival Gala
- ◆ Have your float in the parade
- ◆ VIP Parking Passes (2)

GOLD SPONSORSHIP – (\$5,000) Includes the following optional activities to host, Southington Icon, Family Night, The Gala & Road Race

- ◆ All listed under Silver & Bronze Sponsorships, plus the following
- ◆ Inclusion on Sponsors banner with logo, displayed on main stage and dining tent
- ◆ Have your company logo prominently displayed on all festival staff tee shirts, approximately 300 staff people
- ◆ For car dealerships – 1 booth & 2 parked cars
- ◆ 4 tickets to the Apple Harvest Festival Gala

SILVER SPONSORSHIP - (\$2,500) Includes the following optional activities to host, Bed Race, Fritter Eating Contest & Apple Pie Eating Contest

- ◆ All listed under Bronze Sponsorship, plus the following
- ◆ Company logo prominently displayed on Apple Harvest Festival Brochure & Website
- ◆ 1 - 10' x 10' Booth – (For car dealerships, 1 booth & 1 parked car)
- ◆ 2 tickets to the Apple Harvest Festival Gala

BRONZE SPONSORSHIP (\$1,000) includes:

- ◆ Inclusion in the Print Advertising which includes 10,000 brochures and 2,000 maps
- ◆ Company provided banner displayed for the duration of the event (Max size 3' x 4')
- ◆ Company name listed on Apple Harvest Festival Brochure & Website
- ◆ Sponsors will be announced at Grand Opening Ceremonies and at the Apple Harvest Festival Gala

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Sponsorship Registration Form

The Apple Harvest Festival Supervisory Committee on behalf of The Town of Southington is pleased to offer the following sponsorship opportunities and optional events to sponsor.

Platinum Sponsor: \$ 7,500. – Fireworks or the Parade Sponsorship

Gold Sponsor: \$ 5,000. – Southington Icon, Family Night, The Gala, Road Race

Silver Sponsor: \$ 2,500. – Bed Race, Fritter Eating Contest, Apple Pie Eating Contest

Bronze Sponsor: \$ 1,000.

I _____ of _____ Company would like to be a Sponsor of the Southington Apple Harvest Festival 2011.

Sponsorship level

\$ _____

If a Booth comes with your Sponsorship level, would you like a booth?
_____ (y/n) Electricity(y/n) _____ Tables # _____ Chairs # _____

If you have any special needs or will be serving food please contact Melissa

Please let us know if you would like to sponsor one of the events.

Please include your payment

Payable to: "Town of Southington / AHF"

Mail payments to: Apple Harvest Festival, P.O. Box 989, Southington, CT 06489

**This is a non-profit event, if you become a Sponsor we will provide you with a tax donation number. To secure your Sponsorship and booth location, as well as be included in all the advertising we will need your completed registration form, payment and your logo in a PDF or JPEG.*

Thank you for your support of the 2011 Apple Harvest Festival, a town tradition ...

We look forward to working with you.

Date

Email address

Phone Number

(Print) Sponsor Representative

(Signature) Sponsor Representative

Mailing address

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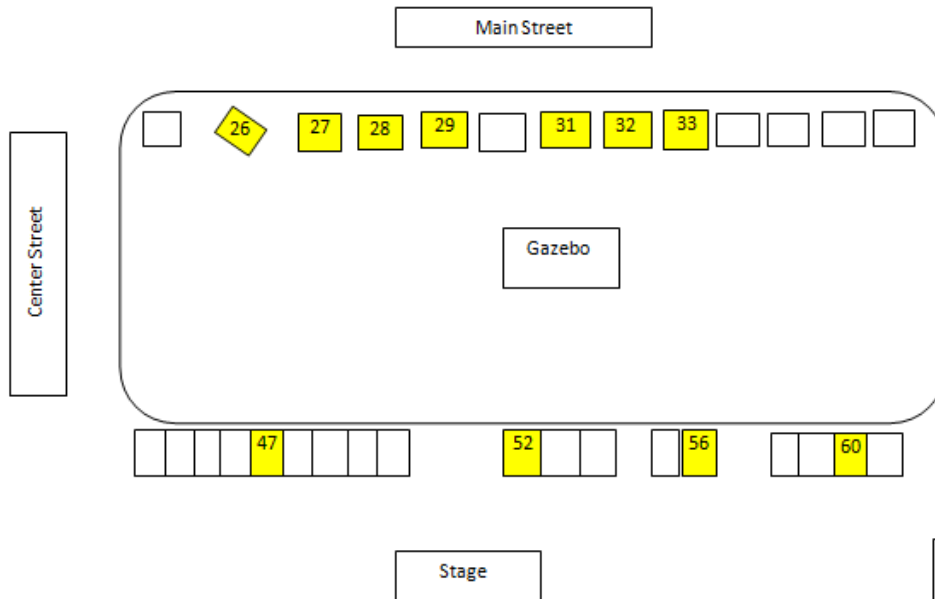


Festival Coordinator

James N. Champagne

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Legend

All Booths on this map are the same size, even if they appear larger or smaller.

Platinum Sponsors do get a larger Hospitality Booth.

 The yellow Booths are Sponsor Booths