



## 5<sup>th</sup> Annual Colchester 57 Fest Sponsorship Opportunity

**Event:** Colchester 57 Fest

**Event Type:** Family event focused on healthy activities

**Dates:** Saturday, September 12, 2009 (rain date: Sept. 13); 4:00-8:00pm

**Location:** Recreation Complex, Colchester, CT

### Contact Information:

Jason Cohen, Director

Colchester Parks & Recreation

(860) 537-7295 | (888) 468-6093 (fax)

jcohen@colchesterct.gov

www.colchesterct.gov

**Expected Participation:** 5,000

### Event Description:

With the focus of **encouraging families** and community members to lead **active, healthy lifestyles**, this event will bring together families for an afternoon of games, activities, food and entertainment, highlighted by a **concert and fireworks display**. The event will incorporate a mixture of Town departments, youth and adult sports leagues, fraternal/charitable organizations, and local businesses. Aside from food concessions, virtually all activities are **free of charge**.

### Benefits:

As a **Presenting Sponsor** of the program, your business would be **promoted in all materials** regarding the event. Event marketing will include glossy 11in. x 17in. **posters** to be distributed throughout town, **flyers** distributed through schools, **press releases**, the Town **web site**, and more. Additionally, your business would be invited to have a **presence at the event**, including hanging of a **banner** and/or having a **promotional table**. As a **Supporting Sponsor**, your business would be **recognized at the event**, in the official **event program**, and on the **event web site**. There are also opportunities for **“exclusive” sponsorship** of key features of the event, such as the **headline concert**, the **fireworks**, and the **wellness tent**, all of which offer significant, unique sponsor benefits.

### Sponsors:

The event will have a maximum of eight (8) **Presenting Sponsors** and ten (10) **Supporting Sponsors**, as well as **Media Partners**. **Previous Sponsors** include: Backus Hospital, Curley's, Gano's Power Equipment, Liverant Antiques, Photo Connection, S&S Worldwide, Stop & Shop, Colchester Business Association, Colchester Rotary Club, Colchester Lions Club, Dental Arts of Colchester, Savings Institute Bank & Trust, Funtastic Inflatables, Liberty Bank, Reminder Newspapers, Skyview Realty, Culinary Delights, Willimantic Waste, Colchester Carpet, Casey Chiropractice, AT&T, Zaktec/Zac's Video Games, Advance Auto Parts

**Promotional Consideration:** Presenting Sponsor - \$1,000; Supporting Sponsor - \$250; Exclusive Concert Sponsor - \$5,000; Exclusive Fireworks Sponsor - \$5,000; Exclusive Wellness Tent Sponsor - \$5,000

3/5/09 – Approved by Board of Selectmen