

# Halloween with Hometown Heroes



## SPONSORSHIP OPPORTUNITIES PACKET

The Glastonbury Parks and Recreation Department is pleased to introduce our first annual **Halloween with Hometown Heroes** event! This event is for families and friends to spend their Friday night before Halloween with Glastonbury's first responders.

The Glastonbury Police, Fire and Ambulance Divisions will be present at the event participating in activities with attendees and interacting with the public. In addition to our first responders, Parks and Recreation, Youth and Family Services and Welles-Turner Memorial Library will be hosting activities.

This event will coincide with "National First Responders Day" which is on October 28th of every year.

Become a Hometown Hero!

Come Join Us!

Don't miss this opportunity to sponsor our first annual **Halloween with Hometown Heroes** event!

Take advantage of the multiple ways to showcase your products and services by sponsoring this event.

**Friday, October 27, 2023**  
**5:30 p.m. - 7:30 p.m.**  
**Riverfront Community Center**

# Sponsorship & Advertising



*2 Available*  
**\$1,000 Each**

- ⇒ Complimentary booth with prime location outdoors next to Town Booths
- ⇒ Mentions on social media pre and post event, mentioned on event page
- ⇒ Listed in the Constant Contact e-blasts which are sent out to more than 4,000 people
- ⇒ Announcement with organization name made at multiple points throughout the evening by the DJ
- ⇒ Organization logo and name in the event slideshow displayed in the Community Room and Cafe
- ⇒ Organization name mentioned in Citizen Newspaper write-ups
- ⇒ Organization logo on all flyers and marketing material



*3 Available*  
**\$500 Each**

- ⇒ Complimentary booth with prime location outdoors next to Town Booths
- ⇒ Mentions on social media pre and post event, mentioned on event page
- ⇒ Listed in the Constant Contact e-blasts which are sent out to more than 4,000 people
- ⇒ Announcement with organization name made at multiple points throughout the evening by the DJ
- ⇒ Organization logo and name in the event slideshow displayed in the Community Room and Cafe



*Unlimited Available*  
**\$250 Each**

- ⇒ Mentions on social media pre and post event, mentioned on event page
- ⇒ Listed in the Constant Contact e-blasts which are sent out to more than 4,000 people
- ⇒ Announcement with organization name made at multiple points throughout the evening by the DJ
- ⇒ Organization logo and name in the event slideshow displayed in the Community Room and Cafe

## Be part of the fun!

# More Ways to Advertise!

## Looking for more ways to be a hero?

Looking for a few other options - we've got plenty of ways to put your product/service in front of our attendees!

### **BAG AND CANDY SPONSOR: 4 available at \$500 each**

Each child will receive a custom Halloween bag to collect candy and other giveaways. Sponsors will have their logo presented on the bag and listed in the digital slideshow displayed to attendees.

### **CIDER AND DONUT SPONSOR: 1 donut and 1 cider sponsor available**

Donate 500 cider donuts or 20 gallons of apple cider. Sponsors will have an 8.5" x 11" flyer displayed at the kitchen window where cider and donuts will be served. **Exclusive sponsorship available for both cider and donuts.** Exclusive sponsor will get 11" x 17" poster, and advertisement on digital displays. Sponsor will also receive a mention on social media.

### **RAFFLE SPONSOR: MULTIPLE**

Donate a raffle basket/item valued at \$50 or more. Raffles will be pulled at 7:45 p.m. Includes listing in the event brochure and announcement of donor at time of raffle. Mentions of raffle prizes and organizations will be made available on the event page and social media.

### **TABLE SPONSOR: 15 available at \$25 each**

Sponsors will have an 8.5" x 11" poster displayed at one of the indoor tables in the community room which will be utilized for cider, donuts, crafts, music and more.

## Digital Advertising

Event information will be displayed on a large screen in the café and in the community room. In addition, large printed copies will be displayed around the event venue.

**All advertising must be received via e-mail to [george.emmanuel@glastonbury-ct.gov](mailto:george.emmanuel@glastonbury-ct.gov) no later than 10/20/23.**

To display your advertisement with the highest quality resolution, we **REQUIRE** that all submitted artwork meet our standards. Ideal formats are high resolution .TIFF, .PNG, .JPEG, or .PDF files. **We DO NOT accept MS Word or PowerPoint documents.** If your art requires alterations or changes after submission or if artwork does not meet the above stated standards, a **MINIMUM** service fee of \$50.00 will be applied. You will be contacted first with an option of providing us with new artwork. Please pay attention to the strict size and layout requirements as indicated in the table below.

Ad Type	Cost
Full Page Printed Color Ad: 8.5" x 11" (portrait)	\$100.00
Half Page Printed Color Ad: 8.5" x 5.5" (landscape)	\$50.00
1/4 Page Ad: 4.25" x 2.75" (portrait)	\$25.00

# Vendor & Sponsor Registration

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Product/Service Provided: \_\_\_\_\_

Representative 1: \_\_\_\_\_ Representative 2: \_\_\_\_\_

A. Sponsorship Opportunities		B. Advertising	
<b>Platinum Sponsor</b> (2 Available)	<input type="checkbox"/> \$1,000.00	See page 3 for sizing and artwork information	<b>Cost</b>
<b>Gold Sponsor</b> (3 Available)	<input type="checkbox"/> \$500.00	<b>Full Page Ad</b>	<input type="checkbox"/> \$100.00
<b>Silver Sponsor</b> (Unlimited Available)	<input type="checkbox"/> \$250.00	<b>1/2 Page Ad</b>	<input type="checkbox"/> \$50.00
<b>Raffle Sponsor</b> (Multiple Available)	<input type="checkbox"/> FREE <i>(Item Value &gt; \$50.00)</i>	<b>1/4 Page Ad</b>	<input type="checkbox"/> \$25.00
<b>Cider and Donut Sponsor</b> (2 Available OR 1 Exclusive)	<input type="checkbox"/> Donut Sponsor <input type="checkbox"/> Cider Sponsor <input type="checkbox"/> EXCLUSIVE SPONSOR	<b>Subtotal Part B:</b>	
<b>Table Sponsor</b> (15 Available)	<input type="checkbox"/> \$25 x _____	<b>C. Payment Summary</b>	
<b>Bag and Candy Sponsor</b> (4 Available)	<input type="checkbox"/> \$500 x _____	<b>Subtotal Part A: Sponsorship</b>	\$ _____
<b>Subtotal Part A:</b>		<b>Subtotal Part B: Advertising</b>	\$ _____
<b>Payment Information</b> (Please Mail Payment to): Glastonbury Parks and Recreation Department Attention: Halloween with Hometown Heroes 2155 Main Street; Glastonbury, CT 06033		<b>Grand Total:</b> \$ _____	
<b>Check</b>	<input type="checkbox"/>	<b>OTHER SPONSORSHIP INFORMATION</b>	
<b>Cash</b>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Payment must be received in order to confirm your sponsorship and be eligible for event promotion.</li> <li>• Payment is accepted in cash, check (Payable to "Town of Glastonbury") or credit card (Mastercard, Visa or Discover).</li> <li>• Payment and completed vendor forms can be emailed to: Glastonbury Parks and Recreation Dept. Attn: Halloween with Hometown Heroes 2155 Main Street, Glastonbury, CT 06033</li> <li>• If your sponsorship allows a vendor booth, public Wi-Fi will be available inside the community center, but not outside.</li> </ul>	
<b>Credit Card #</b>	<input type="checkbox"/>		
Name on Card			
Expiration Date   CVC #	/		
Billing Zip Code			

I have read and understand the details of the 2023 Halloween with Hometown Heroes event. Being of full age and in consideration of my/my agency participation in this program, I do hereby release and forever discharge the Town of Glastonbury and their agents and employees, their representatives, successors, and assignees, from all claims arising out of any and all personal injuries, damages, expenses and any loss or damage whatsoever resulting or which may result from participation in this program.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (printed): \_\_\_\_\_ Title: \_\_\_\_\_