

## ONE OF THE LARGEST EVENTS HELD IN CONNECTICUT, WE HOPE YOU WILL JOIN US!

### Advisory Committee

Christopher J. Palmieri  
Tom Lombardi  
Jerry Triano

Robert Ives  
James Champagne  
Annette S. Turnquist

Jeremy DeCarli  
Chief Eric Heath  
SFD, Ex-officio

Chief Jack Daly  
SPD, Ex-officio

Chairperson &  
Festival Coordinator  
David Lapreay

Asst. Festival  
Coordinator  
Lara Nichols

Sponsorship Coordinator  
Melissa Cocuzza  
of A Balanced Life



### Boost Your Brand While Supporting The Festival & Community

Dear Potential Sponsor,

Do you want to be part of the most exciting and celebrated event in the Greater Hartford Connecticut area? Join us as a sponsor for the 55th Apple Harvest Festival, a community tradition that brings together over 100,000 attendees each year.

Our festival will take place on October 4th - 6th and October 11th - 13th. As a sponsor, you will get six days of unmatched exposure for your brand during our festival highlights, such as Fireworks (TBD), live music & entertainment, Arts & Crafts Show, Parade, and much more . . .

You will also have the opportunity to talk with thousands of potential new customers or clients, book appointments, and sell your products or services. Plus, you will enjoy our exclusive perks, networking and creative collaborations.

Don't miss this chance to support our local traditions and celebrate with your family and friends. Reserve your booth on Sponsor Row or request an alternate location within festival grounds or be a festival supporter as soon as possible. We want to include you in all the marketing advantages.

If you have been a previous Sponsor of the Apple Harvest Festival, we thank you for your past support. You are the backbone of this community wide and family-oriented event. We hope you take advantage of this extraordinary event and join us in coming together with the greater Connecticut community.

Based on your sponsorship level, you can also sponsor one of the festivals special events. Please indicate your choices on the included registration form. Please be sure to send us your logo to include on the Apple Harvest Festival website and all the promotional avenues and signage.

Thank you,

Melissa Ericksen Cocuzza  
Sponsorship Coordinator  
P.O. Box 72  
Southington, CT 06489  
(c) 860.620.4700  
(e) [appleharvestfest@aol.com](mailto:appleharvestfest@aol.com)  
(w) [www.southingtonahf.com](http://www.southingtonahf.com)

Advisory Committee				Chairperson & Festival Coordinator	Asst. Festival Coordinator	Sponsorship Coordinator
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## 2024 Sponsorship Opportunities

**Platinum Sponsorship – \$6,500.** Choose one of these optional activities to host.

(1) Fireworks Sponsor (2) **Parade Sponsor**

- All benefits listed under lower levels (not including additional booth or (Toast to the Sponsors tickets)
- A 10' x 20' hospitality tent in the most prominent positions for booth/exhibit media tools such as press releases, articles, e-blasts and social media promotions.
- Your logo prominently displayed on cover of AHF brochure and into the hands of thousands.
- Have your company provided float in the parade with sponsor acknowledgment signs on it
- Company provided videos posted on AHF website.
- 10 tickets to the Apple Harvest Festival Toast to Sponsors
- VIP Parking Passes (2).
- Participation in the Grand Opening Ceremony.

**Gold Sponsorship – \$5,000.** Choose one of these optional activities to host.

(1) Family Night (2) The Apple Harvest Festival Toast to Sponsors

- All listed under Silver and Bronze plus the following (not including additional booth or Toast to the Sponsors tickets)
- Your logo included on Festival maps
- 1 large Digital Screen on Main Stage with company provided ads scrolling during festival.
- Greater acknowledgements in signs, advertisements and on website.
- For car dealerships – 1 booth and 2 parked cars.
- 6 tickets to the Apple Harvest Festival Toast to Sponsors

**Silver Sponsorship – \$2,500.** Choose one of these optional activities to host.

(1) Fritter Eating Contest Sponsor (2) Apple Pie Eating Contest Sponsor

- All listed under Bronze Sponsorship, plus the following:
- 1 – 10' x 10' Booth – (For car dealerships, 1 booth and 1 parked car).
- Public announcements - Get your brand announced 2x's on Friday's, 4x's on Saturday's & Sunday's, attract visitors to your booth!
- Have your company logo prominently displayed on approximately 300 volunteer t-shirts.
- All Sponsor booths will have a Thank You AHF Sponsor Sign displayed on it.
- 4 tickets to the Apple Harvest Festival Toast to Sponsors

**Bronze Supporter Sponsor - \$1,000. includes:**

- Your logo on 3 large signs on festival grounds thanking the Sponsors for their generous support
- Your company logo displayed in the Print Advertising which includes thousands of brochures
- Inclusion on 2 Sponsor signs with logo, displayed on main stage and dining tent.
- Company provided banner displayed for the duration of the event (max size 3' x 4').
- Company logo on Apple Harvest Festival website, with a live link to your website.
- Sponsor Thank You announcements at Grand Opening Ceremonies and the AHF Toast to Sponsors

# EXPERIENCE ONE OF THE LARGEST EVENTS IN CT, DRAWING OVER 100,000 ATTENDEES !

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## Sponsorship Registration Form

## Reach Your Target Market, While Giving Back to the Community

The Apple Harvest Festival Advisory Committee on behalf of the Town of Southington is pleased to offer the following and optional events to our sponsors. Sponsors of the special events will be included in the festival brochures and signage during the event.

**REGISTER BY  
MARCH 31st and  
SAVE 5% on YOUR  
SPONSORSHIP!**

Choose Your Sponsorship Level and an Optional Event You Wish To Sponsor (All TBD)

Choose your booth location on the following page.

- ☐ Platinum Sponsor – \$6,500      ☐ Fireworks Sponsor      ☐ Parade Sponsor      ☐ The Laser Light Show
- ☐ Gold Sponsor – \$5,000      ☐ Family Night      ☐ The AHF Toast to Sponsors
- ☐ Silver Sponsor – \$2,500      ☐ 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 2024 . I understand that spaces are secured on a first come basis and will be secured upon receiving a completed registration form with payment.

If your sponsorship level comes with a booth it includes 120V electricity, 1 counter top table, 1 table and 4 chairs.

If you have any other special needs or plan on serving food, please contact Melissa at 860.620.4700

**If you choose not to staff your booth, please let Melissa know in advance so we can arrange the festival layout accordingly.**

Payment Type (Please make checks payable to Town of Southington/AHF. If paying by credit card, a 3 % credit card convenience fee will be added to your payment)

- ☐ Payment enclosed.    ☐ Payment to be mailed separately.
- ☐ Credit Card      ☐ Visa      ☐ MC      ☐ Discover
- ☐ Credit Card # Exp. Date CVV \_\_\_\_\_



Please return your form and payment to: Apple Harvest Festival, P.O. Box 72 Southington, CT 06489

- To secure your Sponsorship and booth location, as well as be included in all the advertising we will need your completed registration form by July 15th, payment and your logo in a PDF or JPEG.
- Please send in a certificate of liability Insurance listing the Town of Southington as Insured.
- All Company Logos MUST be in by July 15, 2024 to be included in the festival brochures and maps
- Booths may not be sublet, no exceptions.      • Registrations are subject to approval.
- **Should the festival be canceled for any reason you will be issued a full refund.**

Date	Contact Email address
	Phone Number
(Print) Sponsor Representative	Cell # of contact during the festival
(Signature) Sponsor Representative	Mailing address

We are dedicated to making the event successful for you. For suggestions on maximizing the opportunities call Melissa at 860.620.4700

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## Main Street & Town Green

Please circle your booth location of choice, placements are made on a first come basis, and we will do our best to accommodate you. Final booth placements may be subject to slight changes due to sponsor counts and actual booth sizes. If you have any questions regarding your booth or placement, please contact **Melissa at 860-620-4700 or at [appleharvestfest@aol.com](mailto:appleharvestfest@aol.com)**

***The Town of Southington and I thank you for your support of the 55th Apple Harvest Festival!***

*Melissa Cocuzza, Sponsorship Coordinator*

