

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

Advisory Committee

Christopher J. Palmieri Robert Ives Maryellen Edwards
Tom Lombardi James Champagne Chief Eric Heath
Jerry Triano Annette S. Turnquist SFD, Ex-officio

Chief Jack Daly
SPD, Ex-officio

Chairperson &
Festival Coordinator
David Laprey

Asst. Festival
Coordinator
Lara Nichols

Sponsorship Coordinator
Melissa Cocuzza
of A Balanced Life



Great Exposure While Supporting The Festival & Community

Dear Potential Sponsor,

We are truly excited to start the planning of the 54th Apple Harvest Festival. An opportunity for the community to reconnect. To support traditions and celebrate together with family and friends. The biggest yearly gathering in the Greater Hartford Connecticut area with attendances typically drawing over 100,000 attendees.

This year's festival will be held on September 29th, 30th and October 1st and October 6th, 7th & 8th. That's six days of Sponsorship visibility during festival highlights such as Fireworks (TBD), live music & entertainment, Arts & Crafts Show, Parade, food & exhibitor booths, contests, children's activities, carnival rides, road races and lots more.

Talk with thousands of potential new customers or clients. Book appointments and or sell your products or services.

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. If you are interested in becoming a Sponsor, we thank you in advance for wanting to support this community tradition. We hope you take advantage of this exceptional event and join us in coming together with the Connecticut community.

Please 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. Booth selections are on a first come basis and we will do our best to accommodate you.

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
(w) www.southingtonahf.com

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2023 Sponsorship Opportunities

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

(1) Fireworks (2) The Parade

- 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 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 the 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 the Sponsors (3) The Road Race

- 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 the Sponsors

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

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

- All listed under Bronze Sponsorship, plus the following:
- 1 – 10' x 10' Booth – (For car dealerships, 1 booth and 1 parked car).
- Public announcements of Sponsors during the festival, to include specials found at your booths 2 times on Fridays and 4 times on Saturdays and Sundays.
- 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 the 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 the 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 & Pay
by April 28th
Take 5% Off**

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 Parade Host
- Gold Sponsor – \$5,000 Family Night The AHF Toast to Sponsors The Road Race
- 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 2022 . 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, your booth will include 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**

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 June 9th, 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 31, 2023 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**

*The Town of Southington and I thank you for your support!
Melissa Cocuzza, Sponsorship Coordinator*

