



“YOUR GATEWAY TO
SOUND BUSINESS”

2010 Sponsorship Opportunities

Old Saybrook Chamber of Commerce
One Main Street P.O. Box 625
Old Saybrook, CT 06475
860 388-3266
www.oldsaybrookchamber.com

2010 Old Saybrook Chamber of Commerce's Sponsorship Opportunities

In this booklet you will find ways you and your business can benefit from direct sponsorship of one or several of our very Special Events.

Your sponsorship also helps the Chamber's many civic programs, including our annual scholarship awards.

We have taken all sponsorship opportunities information and put it into an easy to read format. As you review this booklet, please keep in mind that many of these opportunities are Exclusive Sponsorships, available on a first-come, first-served basis (please note that the prior year Exclusive Sponsors are offered first priority to renew until six months before the event).

The members of the Board of Directors and our professional staff are ready to answer any questions or to reserve your sponsorship opportunities.

Please return the pledge form in the back of the booklet as soon as possible and payment will be due within six weeks of the event. The Office Staff will send a reminder note/invoice at the appropriate time.

For further information on taking advantage of these Old Saybrook Chamber of Commerce Sponsorship Opportunities, please contact the Chamber office at (860) 388-3266 or email judy@oldsaybrookchamber.com

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Old Saybrook Chamber of Commerce 2010 Sponsorship Form

Organization _____ Date _____

Contact Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Please choose from the following sponsorship opportunities:

Chili Cook-off:

Gold — \$1,000 Silver — \$500 Bronze— \$250 Copper— \$100

Business Expo:

Platinum — \$2,000 Gold — \$1,000 Silver — \$750 Bronze— \$500
Copper— \$250

Arts & Crafts Festival:

Platinum — \$8,000 Gold — \$3,000 Silver — \$1,500 Patron— \$250
Community Art Tent— \$1,000 Music Sponsor — \$1,000 Food Court — \$500

Summer Pops:

Platinum — \$5,000 Gold — \$3,500 Silver — \$1,500 Bronze — \$500

Bee Well Challenge:

Platinum — \$2,000 Gold — \$1,000 Silver — \$500 Bronze — \$250
Friend — \$100

Other Sponsorship Opportunities:

Annual Meeting — \$750

Fall Foliage Cruise — \$500

Breakfast & Bagels Series— \$250 each

Chamber Website Sponsor — \$200 (initial set-up) \$100 (annual renewal)

Website Banner Rotation— \$200/month (only 5 banners accepted per month)

Chamber News — \$100 for a single month \$50 for a non-profits
\$270 for 3/mos

Business Card Ads (newsletter) — \$30 each per month

Total Enclosed: \$ _____ Check # _____ Pay by CC

Name on Card _____

Visa/MasterCard # _____

Expiration Date: _____ CVV Code _____

Authorized Signature _____

Other Sponsorship Opportunities

Event	Sponsorship Benefits
Annual Meeting \$750	<ul style="list-style-type: none"> • Banner Program cover recognition • 2 dinner tickets • Speaking time • Information table display
Fall Foliage Cruise \$500	<ul style="list-style-type: none"> • Banner (sponsor supplied) • 4 tickets • Welcoming remarks • Handout (sponsor supplied)
Breakfast & Bagels Series \$250 each	<ul style="list-style-type: none"> • Banner (sponsor supplied) • Program logo
Website Sponsor \$200 (initial fee) \$100 (yearly renewal)	<ul style="list-style-type: none"> • Www.oldsaybrookchamber.com • Business name on Chamber home page • Direct link to your company profile
Website Banner Rotation \$200/month <i>(3 month maximum)</i>	<ul style="list-style-type: none"> • Web banner 468 x 60 (sponsor supplied) • Only 5 rotations available each month • Direct link to your company website

Arts & Crafts Festival



This prestigious event energizes Old Saybrook in July. The festival is scheduled for July 24-25, 2010. Celebrating its 47th year, this event is widely honored as one of the

top juried shows in the Northeast. Attendance at this Town Green event exceeds 20,000 visitors who come to Old Saybrook from throughout the Northeast.

EXCLUSIVE SPONSORSHIP OPPORTUNITY

PLATINUM - \$8,000

- Event Naming Rights
- Banner at show entrance
- Dedicated Booth Ad on Program/Map
- Publicity as named sponsor
- Program/map insert (sponsor supplied)
- Free 1/4 page B&W ad in Chamber Guidebook

MULTIPLE SPONSORSHIP OPPORTUNITIES

GOLD- \$3,000

- Dedicated Booth Publicity as named sponsor Program/map insert (sponsor supplied) Free 1/8 page B&W ad in Chamber Guidebook

SILVER- \$1,500

- Banner at Chamber booth Program/map insert Free 1/8 page B&W ad in Chamber Guidebook Publicity as Silver Sponsor

COMMUNITY ART TENT- \$1,000

- Banner at Community Art Tent Publicity as Community Art Sponsor One FREE insert in Chamber News Program/map insert

MUSIC SPONSOR- \$1,000

- Publicity as Music Sponsor One FREE insert in Chamber News Program/map insert

FOOD COURT- \$500

- Banner at Food Court Publicity as Food Court Sponsor One FREE insert in Chamber News Program/map insert

PATRON- \$250

- One FREE insert in Chamber News Program/map insert



2010 Business Expo

The Business Expo is an opportunity for Chamber businesses to showcase their business, expand relationships and build customers. A new event for 2010, this Business Expo will be held on March 13th at the Saybrook Point Inn.

EXCLUSIVE SPONSORSHIP OPPORTUNITY

PLATINUM

Title Sponsor- \$2,000

- Named Sponsor Banner at show entrance
- Free Exhibit Table
- Full Page Ad in Program
- Publicity as named sponsor– signs, print ads, other media
- Free insert in Chamber News

MULTIPLE SPONSORSHIP OPPORTUNITIES

GOLD- \$1,000

- Free Exhibit Table
- Half Page Ad in Program
- Publicity as sponsor– signs, print ads,
- Free insert in Chamber News

SILVER- \$750

- Free Exhibit Table
- Half Page Ad in Program
- Publicity as sponsor– signs, print ads

BRONZE- \$500

- Reception Sponsor Signage
- Free Table
- Quarter Page Ad in Program

COPPER- \$100

- Quarter Page Ad in Program

Other Sponsorship Opportunities

Newsletter Inserts

Provide 475 — 8 1/2 " x 11" copies per insertion.

Book early!

Space is limited to 6 inserts per monthly edition.

Deadline is the 20th of the month.

\$100 for a single month

\$50 for non-profits

\$270 for 3 months



2010—a New Decade with New Opportunities!

Business Card Ads

\$30 each for a single month





Summer Pops

Held in August at Saybrook Point, this event is already the high-light of the town's summer season. The Summer Pops has been delighting audiences for 13 years with big band sounds or patriotic tunes performed by such noted bands/orchestras as the American Wind Symphony, The Norwalk Symphony, The Air Force Band of Liberty, The Navy Show Band, The Convertibles, and What's on tap. The evening concludes with a fabulous display of fireworks.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PLATINUM

Title Sponsor- \$5,000

- Music Program Naming Rights
- Banner on stage (sponsor supplied)
- Introduce Band on stage
- Information Table at event
- 20 complimentary event seats
- 20 reception tickets
- VIP Parking
- Publicity as Music sponsor
- Program logo and recognition

GOLD

\$3,500

- Fireworks Program Naming Rights
- Banner on stage (sponsor supplied)
- Information Table at event
- 12 complimentary event seats
- 12 reception tickets
- VIP Parking
- Publicity as Fireworks sponsor
- Program logo and recognition

MULTIPLE SPONSORSHIP OPPORTUNITIES

SILVER- \$1,500

- Reception Sponsor Banner
- 8 complimentary event seats
- 8 reception tickets
- VIP Parking
- Publicity as Reception sponsor
- Program logo and recognition

BRONZE- \$500

- 4 complimentary event seats
- 4 reception tickets
- Small banner (sponsor supplied)
- Listing in event program

COPPER- \$250

- 4 complimentary event seats
- Listing in event program

PATRON- \$100

- 2 complimentary event seats
- Listing in event program

Bee Well Challenge!



The Old Saybrook Bee Well Challenge is a fun, motivational community-wide program promoting overall health and wellness. Teams of 4-6 participants participate for prizes by making good choices that improve their overall health. The Challenge consists of an 8-week session. Teams earn points for practicing good nutrition, being physically active, saving the environment, and making choices leading to overall wellness. Weekly educational seminars are held to help participants learn how to live a healthier lifestyle.

EXCLUSIVE SPONSORSHIP OPPORTUNITY

GOLD - \$1,000

- Large logo on all printed and electronic material
- Promotion of your business through table top display at all events and seminars
- Website link

MULTIPLE SPONSORSHIP OPPORTUNITIES

SILVER- \$500

- Small logo on all printed and electronic material
- Website link

BRONZE- \$250

- Name listed under supporters of the Bee Well Challenge as well as under sponsors on the website

COPPER- \$100

- Name listed under supporters

The Old Saybrook Chamber of Commerce sincerely thanks our 2009 Sponsors

Chili-Fest Sponsors:

GOLD: Finkeldey

BRONZE: Angus McDonald/Gary Sharpe Associates Monkey Farm Café

COPPER: Essex Savings Bank Jean Hunter Old Saybrook Flower Shop

Bob & Madge Fish Hope Partnership Wine Cask

Econolodge Inn & Suites Vanderbrooke Bakers & Caterers

Arts & Crafts Sponsors:

PLATINUM: Liberty Bank **GOLD:** New York Times

COMMUNITY ART TENT: Guilford Savings Bank

MUSIC TENT: Connecticare **PATRON:** Essex Savings Bank

Summer Pops Sponsors:

PLATINUM: Stop & Shop **GOLD:** Old Saybrook Associates

SILVER: Essex Savings Bank Saybrook Point Inn

BRONZE: Guilford Savings Bank Ultimate Boat Club

Lewitz, Balosie, Wollack, Raynor & Giroux Luray Beers

JM Realty

COPPER: Angus MacDonald/Gary Sharpe

The Woman's Club of Old Saybrook

ANGEL: Bob & Madge Fish Jean Hunter Richard Goldfeder, DMD

Annual Meeting Sponsors:

Comcast Guilford Savings Bank A.R. Mazzotta Employment Specialists

Essex Printing

Fall Foliage Cruise Sponsors:

People's United Bank

Breakfast & Bagels Sponsors:

Essex Savings Bank Saybrook Wealth AAA Allied Group

Bee Well Challenge Sponsors:

GOLD: Connecticare **SILVER:** Roberts Physical & Aquatic Therapy

BRONZE: Belinda Murano Linda Demas VNA of Southeastern CT

FRIEND: VNA Community Healthcare

Chili-Fest



This year the Chili-Fest celebrates its 14th year! This year the event will be on Saturday, February 27, 2010.

Local restaurant and business owners cook up their secret chili recipes and compete for the Best of Old Saybrook Chili Award. Shoppers stroll through the business district, sampling chili and submitting their votes. This is a popular event with a growing following and attendance that spices up a typically cold Saturday! Last year we sold over 600 ballots and raised over \$6,000!

Proceeds from this event support the Chamber's C. Wilfred Hunter Memorial Scholarship for a deserving local student.

EXCLUSIVE SPONSORSHIP OPPORTUNITY

GOLD - \$1,000

- Event Naming Rights
- Name on booth poster
- Name on ballot header
- Publicity as named sponsor
- Name on Chef Aprons
- Complimentary booth in front of the Chamber office at 1 Main Street
- Ballot insert

MULTIPLE SPONSORSHIP OPPORTUNITIES

SILVER- \$500

- Publicity as a major sponsor
- Name on booth poster
- Name on Chef Aprons
- Complimentary booth
- Ballot insert

BRONZE- \$250

- Publicity as a major sponsor
- Name on booth poster
- Name on Chef Aprons
- Ballot insert

COPPER- \$100

- Name on Chef Aprons