

Halloween with Hometown Heroes



PARTNERSHIP OPPORTUNITIES PACKET

The Glastonbury Parks and Recreation Department is pleased to introduce our second 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 second annual **Halloween with Hometown Heroes** event!


Take advantage of the multiple ways to showcase your products and services by sponsoring this event. Become a partner by filling out the attached form and emailing it to partner@glastonburyct.gov

Friday, October 25, 2024
(Rain Date: Friday, November 1, 2024)
5:30 p.m. - 7:30 p.m.
Riverfront Community Center

partner@glastonburyct.gov | 860.652.7679 | www.glastonburyct.gov/partner

Partnership & Advertising

Halloween with Hometown Heroes

WHAT'S INCLUDED				
	\$2,000 <i>(1 Available)</i>	\$1,000 <i>(2 Available)</i>	\$500 <i>(3 Available)</i>	\$250 <i>(Unlimited)</i>
Recognized as Presenting Partner in Parks & Recreation Seasonal Brochure	X			
Logo/Link on Event Website	X	X		
Logo on Promotional Materials	X	X		
Logo on Event Signage	X	X	X	
Opportunity to Place/Display Materials	X	X	X	
10'x10' Prime Booth Location	X	X	X	
Press Release in Local Newspaper	X	X	X	
Recognition in Event Announcements	X	X	X	X
Logo/Link on Partnership Website	X	X	X	X
Tag in Social Media Posts	X	X	X	X

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/CANDY PARTNER: 4 available at \$500 each

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

SNACK PARTNER: 2 available for \$300 each

Partners will have an 8.5" x 11" flyer displayed at the kitchen window where cider and donuts will be served.

RAFFLE PARTNER: MULTIPLE

Donate a raffle basket/item valued at \$50 or more. Mentions of raffle prizes and organizations will be made available on the event page. 8.5" x 11" advertisement will be posted at the raffle table.

TABLE PARTNER: 15 available at \$25 each

Partners 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.

All advertising must be received via e-mail to george.emmanuel@glastonbury-ct.gov no later than 10/20/24.

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)	\$200.00
Half Page Printed Color Ad: 8.5" x 5.5" (landscape)	\$100.00
1/4 Page Ad: 4.25" x 2.75" (portrait)	\$50.00

Partnership Registration

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

A. Partnership Opportunities		B. Advertising	
Platinum Partner (1 Available)	<input type="checkbox"/> \$2,000	See page 3 for sizing and artwork information	Cost
Gold Partner (2 Available)	<input type="checkbox"/> \$1,000	Full Page Ad	<input type="checkbox"/> \$200
Silver Partner (3 Available)	<input type="checkbox"/> \$500	1/2 Page Ad	<input type="checkbox"/> \$100
Bronze Partner (Unlimited Available)	<input type="checkbox"/> \$250	1/4 Page Ad	<input type="checkbox"/> \$50
Snack Partner (2 Available)	<input type="checkbox"/> \$300	Subtotal Part B:	
Bag/Candy Partner (4 Available)	<input type="checkbox"/> \$500	C. Payment Summary	
Table Partner (15 Available)	<input type="checkbox"/> \$25	Subtotal Part A: Partnership	\$
Raffle Partner (8 Available)	<input type="checkbox"/> FREE <i>(Item Value > \$50)</i>	Subtotal Part B: Advertising	\$
Subtotal Part A:		Grand Total:	\$
OTHER PARTNERSHIP INFORMATION			
Payment Information (Please Mail Payment to):		<ul style="list-style-type: none"> • Payment must be received in order to confirm your partnership and be eligible for event promotion. • Payment is accepted in cash, check (Payable to "Town of Glastonbury") or credit card (Mastercard, Visa or Discover). • Payment can be completed and forms can be mailed to: Glastonbury Parks and Recreation Department Attn: Halloween with Hometown Heroes 2155 Main Street, Glastonbury, CT 06033 • If your partnership allows a vendor booth, public Wi-Fi will be available inside the community center, but not outside. 	
Glastonbury Parks and Recreation Department Attention: Halloween with Hometown Heroes 2155 Main Street; Glastonbury, CT 06033			
<input type="checkbox"/> Check #			
<input type="checkbox"/> Cash			
<input type="checkbox"/> Credit Card #			
Name on Card			
Expiration Date CVC #	/		
Billing Zip Code			

I have read and understand the details of the 2024 Glastonbury 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: _____