

TRICENTENNIAL CELEBRATION

SPONSORSHIP OPPORTUNITIES

in partner with the Town of Stafford 300 Year Anniversary Committee

STAFFORDCT300.COM



Honoring the past,
Celebrating the present &
Inspiring the future.





2019 SPONSORSHIP PACKET

Town of Stafford is celebrating 300 years of community since our establishment in 1719. More than just a birthday, 2019 will commemorate generations of progress, ingenuity and distinct character. Truly an exciting milestone, the occasion represents a unique opportunity to unite our community through the 300 year celebration with a series of meaningful events, historical observances, cultural experiences and community programs.

The Town of Stafford 300 Year Anniversary Committee sponsorship program is a special marketing platform to foster positive brand energy for your company through yearlong audience recognition. Your support will not only help carry out the many town-wide activities in 2019, but help leave a lasting legacy for years to come.

staffordct300.com

**A CELEBRATION
300 YEARS
IN THE MAKING**

**A unique,
once-in-a-lifetime
platform to market
your company in
the community where
you do business.**



Long-term Legacy Projects

Purchase and installation of a two-dial Verdin Post Clock, which will serve as a magnificent time piece and focal point in Downtown Stafford.

Restoration and repair work at Haymarket Common.

Repair stone work on the Christopher Allen Spring Street Bridge.

Launch of "Keep Stafford Clean and Green Recycling Campaign."

Aggressive beautification programs and planting events to improve Stafford's image and build civic pride.

...and more

Our Mission

To build pride and awareness of Stafford's rich history, celebrate our Town's growth and inspire a bright future through a series of year-long diverse cultural, historic and civic activities that encourage community engagement and appreciation. The 300th Year Anniversary Committee - a 100% volunteer group comprised of dedicated residents - has come together from a variety of backgrounds to organize and plan wonderful events commemorating the 300th Anniversary of the Town of Stafford.

Events & Activities

MARCH 2019

Community Breakfast • March 10

At Johnson Memorial Hospital Community Medical Education Center, a family-friendly event highlighting the value of community and good food.

Anniversary Gala • March 30

Stafford will celebrate in style with an evening of dinner, dancing and entertainment in the banquet facility of the historic Stafford Motor Speedway.

APRIL 2019

Town-wide Cleanup • April 27

A day of cleanup with friends, neighbors and community members will come together to help beautify the town.

JUNE 2019

Living History • June 1

A living history at Heritage Park dedicated to recreating the life and times of the common soldier of the American War for Independence.

JULY 2019

SummerFeast & Fireworks • July 6

An event loaded with great eats, music, lawn games, fun events and a dazzling fireworks display at the Stafford High School.

Historic Trolley Tour • July 20

Fun and factual sightseeing tour combining history, facts and anecdotes aboard a beautiful trolley. Begins downtown at the Stafford Historical Society.

SEPTEMBER 2019

300 Year Parade & Party • Sept. 21

Monumental event with floats, marchers, bands and more, meandering through Stafford with a huge after-party culminating at the Stafford Motor Speedway.

OCTOBER 2019

History Month A celebration of Stafford's rich history with exhibits, living history events, tours and more!

NOVEMBER 2019

Time Capsule Month The opportunity to preserve Stafford's history and 2019 activities for years to come.

DECEMBER 2019

WinterFest • December 14

A special holiday celebration in Downtown Stafford ringing in the season with a lighted parade, community bonfire, performances and more.

Future Night • December 31

Much like First Night while serving as a conclusion of 2019 events and hope for the future.

COLLABORATIVE COMMUNITY INITIATIVES

- Beautification improvement contest.
- Commemorative 300-year merchandise & locally produced memorabilia.
- Rotating historic displays at the Stafford Public Library.
- *Images of America* Stafford Edition, produced by the Stafford Historical Society.
- Commemorative 2019 calendar produced by the Stafford Lion's Club.
- Music of the 1700's concert, performed by Stafford High School music department (March).
- *Vivaldi's Gloria* Community Concert & Sing (May 19).
- *Our Town* community theater collaborative performance (Fall 2019).
- Veteran's Day Patriotic Concert (November).

STAFFORD 300 SPONSORSHIP OPPORTUNITIES

LEGACY SPONSOR | \$20,300

Signature Sponsor of Tricentennial Parade and Party

- Stand alone press release promoting sponsorship commitment.
- Preferred seating for twenty (20) in the Tricentennial Parade viewing grandstand.
- Opportunity to participate in the judging of the float contest and present awards at the post-parade celebration.
- Ability to provide up to four (4) banners to be posted throughout the event.
- Company logo included on event welcome banner at Stafford Motor Speedway and custom banner signage in parade.
- Logo placement with 300 Year Logo on repeat photo backdrop, used for photo opportunities at event.
- Acknowledgment in all event press releases
- Logo and/or company recognition in all Tricentennial parade produced marketing materials, including: posters and signage, advertisements, social media posts and all promotional items related to the 300 year anniversary parade and party.
- Company float in prime parade position.

Yearlong marketing incentives, including:

- Full page advertisement within official Tricentennial promotional publication.
- Editorial spotlight within Tricentennial promotional publication.
- Featured sponsor and description about your business with link to your website from staffordct300.com
- Custom web banner on stafford300ct.com
- Donor and/or business name with logo printed on select Tricentennial memorabilia.
- Prime booth space or marketing opportunity at any official Tricentennial event.
- Recognition plaque of "Legacy" level sponsorship.
- Official 300 year sponsor window decal to display business.

"Forever Display" of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

Personalized miniature replica Tricentennial Legacy Clock commemorative gift in honor of this sponsorship level.

Inclusion within 300-Year Celebration Time Capsule

- Opportunity to place an item of sponsor's choice (*must be approved by committee*) in the 2019 Time Capsule.

Choice of 300 Year commemorative memorabilia and entry to ticketed events.

HERITAGE SPONSOR | \$10,300

Signature Sponsor of History Month (October) or Beautification Month (May)

- Stand alone press release promoting sponsorship commitment.
- Company denoted as signature sponsor of month-long event of choice.
- Ability to provide (3) banners to be posted throughout the event.
- Company denoted as presenting sponsor. Logo on event marketing materials including event fliers, posters, advertisements, social media promotion and all other promotional items related to the 300 year anniversary.

Yearlong marketing incentives, including:

- Half page advertisement within official Tricentennial promotional publication.
- Featured as a "Heritage" level sponsor on staffordct300.com with link to your website.
- Donor and/or business name with logo printed on select Tricentennial memorabilia.
- Prime booth space or marketing opportunity at official Tricentennial event.
- Recognition plaque of "Founder" level sponsorship.
- Official 300 year sponsor window decal to display business.

"Forever Display" of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

Personalized miniature replica Tricentennial Legacy Clock commemorative gift in honor of this sponsorship level.

Admission for four (4) to all ticketed Tricentennial events and four (4) logo wear jackets and hats.

The following sponsor levels and benefits have been created to provide you maximum exposure within your desired budget. Please contact us to learn more about custom-made partnerships to achieve your specific marketing goals.

MINERAL SPRINGS SPONSOR | \$5,300

Signature Sponsor at choice event: First Night, 300-Year Gala, Future Night, Historic Trolley Tour & more.

- Company denoted as signature sponsor of selected 300-year event.
- Ability to provide (2) banners to be posted throughout the event.
- Logo included on all printed event signage and promotional materials.
- Logo included on event marketing materials including event fliers, posters, advertisements, social media promotion and all other promotional items related to the 300 year anniversary.

Yearlong marketing incentives, including:

- Press release announcing sponsorship commitment.
- ¼-page ad advertisement within official Tricentennial promotional publication.
- Featured as a “Mineral Springs” level sponsor on staffordct300.com with link to your website.
- Booth space or marketing opportunity at official Tricentennial event
- Recognition plaque of “Legacy” level sponsorship.
- Official 300 year sponsor window decal to display business.

“Forever Display” of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

- Personalized miniature replica Tricentennial Legacy Clock commemorative gift in honor of this sponsorship level.

Admission for two (2) to all ticketed Tricentennial events and two (2) logo wear jacket and hat.

PIONEER SPONSOR | \$1,719

- ½-page advertisement within official Tricentennial promotional publication.
- Framed certificate of appreciation
- Featured as a “Pioneer” level sponsor on staffordct300.com with link to your website.
- Free booth space or applicable marketing initiative at any official 300 Year Anniversary Event
- Business name listing in any/all event programs.
- Featured in yearlong social media campaigns
- Recognition plaque of “Pioneer” level sponsorship.
- Official 300 year sponsor window decal to display business.

“Forever Display” of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

Personalized miniature replica Tricentennial Legacy Clock commemorative gift in honor of this sponsorship level.

DOWNTOWN SPONSOR | \$500

“Forever Display” of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

- Personalized miniature replica Tricentennial Legacy Clock commemorative gift in honor of this sponsorship level.
- Featured on staffordct300.com with link to your website.
- Featured in social media posts.

TRICENTENNIAL DONOR | \$300

“Forever Display” of donor name caste on bronze plaque in the Tricentennial Legacy Clock Park in Downtown Stafford.

- Donor and/or business name recognized on staffordct300.com website sponsor page.

WANT MORE?

Develop a custom package that will help you best meet your marketing goals. Please contact us to learn more about custom-made partnerships to achieve your specific marketing goals. We'll create a year-long, tailor made promotion to enhance your presence and stand out in the communities where you do business. For more information about aligning your business with this once-in-a-lifetime opportunity, please contact:

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