

OFFICE OF THE
MAYOR

Friends of West Hartford,

I write to cordially invite you to support The 19th Annual Mayor's Charity Ball. This is always a wonderful and fun evening. I hope you will join me and your friends and neighbors in participating in West Hartford's premier fundraising event. The Mayor's Charity Ball fosters West Hartford's tradition of giving and taking care of each other by raising funds that are critically important to non-profits that serve our community.

As a supporter of The Mayor's Charity Ball, your name and company will be seen by many influential and community-minded attendees, along with countless friends and residents of West Hartford who will be exposed to marketing materials leading up to and following the event. The event will be held on Saturday, May 12, 2018 outside of town hall under the grand tent and will support two nonprofits, *Playhouse on Park* and *The Town That Cares*. The black tie evening will feature cocktails, hors d'oeuvres, entertainment, live and silent auction items, a sit-down dinner, and dancing.

Every dollar raised benefits *Playhouse on Park* and *The Town That Cares*, two organizations that are of paramount importance to the West Hartford community. *Playhouse on Park* enriches the community through professional theatre productions as well as provides quality educational programming. *The Town That Cares* assists hundreds of residents experiencing a crisis situation that hinders their ability to pay for food, shelter, utilities, medical services, and other critical needs. Both of these organizations have helped to shape West Hartford into the community that it is today, and their work remains creative, vibrant, and meaningful.

An event of this magnitude requires hundreds of hours of planning, dozens of volunteers, and of course our generous supporters to make it all possible. The Mayor's Charity Ball Board of Directors is deeply grateful for your thoughtful consideration and support.

Enclosed please find a sponsorship package, which includes various levels of support and recognition opportunities. More information can also be found on the website: www.themayorscharityball.org. A representative of The Mayor's Charity Ball will follow up with you in the coming weeks. If you would like to contact an event representative in the meantime, please feel free to do so by contacting (877) 439-2929 or info@themayorscharityball.org. Thank you for all that you do for West Hartford.

Sincerely,



Shari Cantor
Mayor
Town of West Hartford



SPONSORSHIP & ADVERTISING OPPORTUNITIES

The Mayor's Charity Ball | May 12, 2018

PRESENTING SPONSOR \$10,000

EXCLUSIVE OPPORTUNITY!

One (1) premiere table for up to ten (10) seats
Recognition as Presenting Sponsor on the MCB:
website, invitation, program cover, signage at the event and all publicity & promotional materials
Logo and link on MCB website
Full page color ad on the inside cover of the MCB program
Special recognition from the podium
Opportunity to display promotional materials at event

PLATINUM SPONSOR \$5,000

Up to six (6) tickets for the event
Recognition as Platinum Sponsor on the MCB:
website, on invitation, in program, in press releases and signage at the event
Full page black & white ad in the MCB program
Logo and link on MCB website

GOLD SPONSOR \$2,500

Up to four (4) tickets for the event
Recognition as Gold Sponsor on the MCB:
website, on invitation, in program, in press releases and signage at the event
Half page black & white ad in the MCB program
Logo and link on MCB website

SILVER SPONSOR \$1,000

Up to two (2) tickets for the event
Recognition as Silver Sponsor on the MCB:
website, on invitation, in program, in press releases and signage at the event
Quarter page black & white ad in the MCB program
Logo and link on MCB website

FULL PAGE PROGRAM AD \$500

4.5" x 7.5" black & white

HALF PAGE PROGRAM AD \$250

4.5" x 3.75" black & white

QUARTER PAGE PROGRAM AD \$125

4.5" x 2.375" black & white

DONATION AGREEMENT FORM

The Mayor's Charity Ball | May 12, 2018

YES, I/we to be a sponsor or purchase a program ad for the 19th Annual Mayor's Charity Ball.

BENEFITS: As stated above per sponsorship level and/or program size ad

Please complete this form and remit with payment to:

The Mayor's Charity Ball, P.O. Box 270788, West Hartford, CT 06127-0788

BUSINESS NAME: _____

CONTACT PERSON: _____ **TITLE:** _____

ADDRESS: _____

SPONSORSHIP LEVEL / AD SIZE: _____

AMOUNT DUE: _____ **PAYMENT TYPE:** ___ Check (#: _____) ___ Credit Card
_____ *Master Card* ___ *Visa* ___ *Discover* ___ *Amex*

CREDIT CARD NUMBER: _____

EXP: _____ **CRV CODE:** _____

If your sponsorship comes with tickets, please indicate how many you will use: _____

Please list the names of your guests:

SPONSORS: please remit a high resolution electronic copy of logos ASAP.
(JPEG, PNG, PDF formats preferred)

**ALL PROGRAM ADS FROM SPONSORS & AD PURCHASERS
ARE DUE NO LATER THAN APRIL 12, 2018.**

Please send electronic copies of both to: info@themayorscharityball.org.

SUPPORT THE 2018 MAYOR'S CHARITY BALL

Purchase a Program Ad

Deadline, April 12, 2018

Artwork must conform to the size of the ad and be clear and sharp.

Please provide a high resolution electronic file (300 dpi)
saved in one of the following formats: pdf, jpeg, eps or tif.

Email artwork to info@TheMayorsCharityBall.org

or call 877-439-2929 with questions

FULL PAGE

4.5x7.5

\$500

1/4 PAGE

4.5x1.8

\$125

1/2 PAGE

4.5x3.7

\$250