

OFFICE OF THE  
MAYOR

Friends of West Hartford,

I write to cordially invite you to support The 40<sup>th</sup> Annual Mayor's Charity Ball. This means the Ball began in 1999 so therefore, we are definitely partying like it's 1999! It 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, September 7, 2019 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.

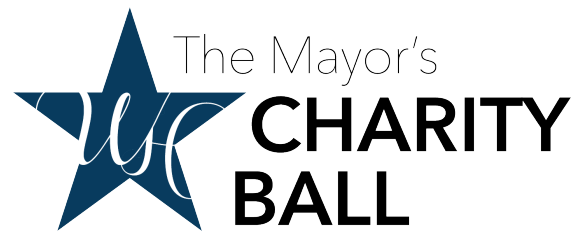
Enclosed please find a sponsorship package, which includes various levels of support and recognition opportunities. More information can also be found on the website: [www.themayorscharityball.org](http://www.themayorscharityball.org). A representative of The Mayor's Charity Ball will follow up with 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](mailto:info@themayorscharityball.org). Thank you for all that you do for West Hartford.

Sincerely,



Shari Cantor  
Mayor  
Town of West Hartford





*West Hartford's Tradition of Giving*

## **2019 Sponsorship Levels/Rates**

The Mayor's Charity Ball - Sept 7, 2019

### **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, 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, 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**

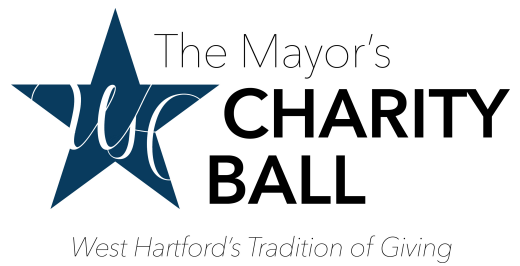
4.5" x 7.5" black & white

### **HALF PAGE PROGRAM AD \$250**

4.5" x 3.75" black & white

### **QUARTER PAGE PROGRAM AD \$125**

4.5" x 2.375" black & white



**Sponsorship / Advertiser Agreement Form**  
20th Anniversary Mayor's Charity Ball – Sept 7, 2019

Yes, I/we wish to become a sponsor or purchase an advertisement for the 20th Annual Mayor's Charity Ball.  
Benefits are stated above. 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: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Sponsorship Level or Program Ad size: \_\_\_\_\_

Amount Due: \_\_\_\_\_ Payable by \_\_\_\_\_ check (#: \_\_\_\_\_) \_\_\_\_\_ credit card

\_\_\_ Master Card \_\_\_ Visa \_\_\_ Discover \_\_\_ AMEX

Credit card number: \_\_\_\_\_ exp: \_\_\_\_\_ crv code: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

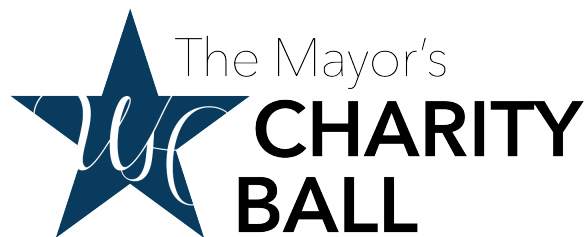
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

If your sponsorship comes with tickets, how many will you use: \_\_\_\_\_

Please list the names and email addresses of your guests:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sponsors, please remit a high resolution electronic copy of your logo ASAP. Program Ads from sponsors and program ad purchasers are due no later than August 19, 2019. Please send electronic copies of both to: [Info@TheMayorsCharityBall.org](mailto:Info@TheMayorsCharityBall.org)**



*West Hartford's Tradition of Giving*

**Full  
Page**  
4.5x3.7  
\$500

**Support the 2019 Mayor's Charity Ball**  
Use this sheet as a guide for program ads  
**Deadline, August 19, 2019**

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.

**1/4 page**  
4.5x1.8  
\$125

**1/2 page**  
4.5x3.7  
\$250