

**OFFICE OF THE
MAYOR**

Dear Friend,

On Saturday, May 14, 2016, you are cordially invited to the event of the season! The 17th Annual Mayor's Charity Ball will be held under the majestic white tent on the front lawn of Town Hall. I am writing to you today to ask you to be a supporter.

As a supporter of the Mayor's Charity Ball, your name and company will be seen by nearly 350 influential, affluent, and community minded attendees, who enjoy this black tie event to raise money for our two signature non-profit organizations, **Playhouse on Park** and the **Town That Cares**.

Every dollar raised goes directly to helping these two organizations. Playhouse on Park will be able to bring more Broadway-caliber shows and high-quality educational programs to West Hartford and the Town That Cares will be able to help more West Hartford residents who are experiencing a crisis that hinders their ability to pay for food, shelter, utilities, medical services, and other critical needs.

An event of this magnitude requires hundreds of hours of planning, dozens of volunteers, and of course, generous sponsors to make it possible. The Mayor's Charity Ball Board of Directors would be deeply grateful for any support you can give and would proudly recognize your contribution in all of our printed materials, advertisements, and on our web site. More information can be found on the attached form and on the web site, www.TheMayorsCharityBall.org.

A member of the Mayor's Charity Ball Board of Directors will follow up on this letter in the coming weeks with a call or visit. In the meantime, feel free to call (877) 439-2929 for more information.

Many thanks for all you do for West Hartford.

Sincerely,



Scott Slifka
Mayor
Town of West Hartford



TOWN OF WEST HARTFORD 50 SOUTH MAIN STREET
WEST HARTFORD, CONNECTICUT 06107-2431
(860) 561-7445 FAX: (860) 561-7438
www.westhartford.org

Sponsorship and Program Ad

The Mayor's Charity Ball - May 14, 2016



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

The Mayor's Charity Ball - May 14, 2016

Yes, I/we wish to be a sponsor or purchase a program ad for the 17th Annual Mayor's Charity Ball which will benefit two West Hartford non-profit organizations: Playhouse on Park and The Town That Cares fund.

Benefits: as stated above per sponsorship level and/or program ad size

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: _____

Address: _____

Sponsorship Level or Program Ad size: _____

Amount Due: _____ Payable by: _____ check (#: _____) _____ credit card

___ Master Card ___ Visa ___ Discover ___ AMEX

Credit card number: _____ Exp: _____ CRV code: _____

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

Please list the names 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 April 14, 2016

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