



Meriden Daffodil Festival  
P.O. Box 40  
Meriden, CT 06450

January 2020

Dear Community Partner,

The **Meriden Daffodil Festival** is celebrating our 42<sup>nd</sup> Anniversary on April 25 & 26, 2020 in Hubbard Park. From our humble beginnings, we have grown to welcome upwards of 70,000 people over the festival's weekend. We are continually proud this a **free event for all, free shuttle bus service, free parking, free children's entertainment and free entertainment on our three stages.**

In addition to our lengthy list of entertainment, the festival hosts the **Silver Fork Food Tent**. The food tent offers our local nonprofits a unique venue to fulfill their fundraising needs while providing our festival goers a wide variety of food choices.

Although the **festival is free** to the general public, it is not free to organize and to operate. The Festival Committee operates without paid employees, strictly a volunteer run operation. Our expenses are over \$200,000.00 and our in-kind contributions are approximately \$100,000.00. Donations and vendor fees are our **ONLY** source of revenue. For the past three years, we have experienced an unprecedented stretch of poor weather and cold temperatures. This resulted in three years of losses depleting our reserves. We are looking to our community partners to help us continue to deliver a wonderful festival weekend.

We respectfully request your organization's financial support to organize the 42<sup>nd</sup> Annual Daffodil Festival. The Committee offers numerous levels of giving with a variety of opportunities from display of your company banner, acknowledgement at the festival, and area wide recognition in our full page thank you ad in the Record Journal; to physical presence at the Festival showcasing your company. There are six tiers of sponsorship: **GOLD, SILVER, BRONZE, SUPPORTER, PATRON OR FRIEND**. I am available to discuss all options of sponsorship opportunities with you.

Thank you in advance for your support and generosity for this fabulous event in the city of Meriden. Please, visit our website, [www.daffodilfest.com](http://www.daffodilfest.com) for more details and the schedule of events.

Sincerely,

Lisa Suzio  
Meriden Daffodil Festival Committee  
203-631-6100



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## MERIDEN DAFFODIL FESTIVAL SPONSORSHIP OPPORTUNITIES

### FRIEND: \$50.00 to \$249.99

- Your company's name on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- Listing of sponsorship in Record Journal Thank You ad

### PATRON: \$250.00 TO \$999.99

- Your company's name on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- 1 Parking pass at VIP Parking Lot located on Chamberlain Highway.
- Your company's banner on the Daffodil fence.
- Listing of sponsorship in Record Journal Thank You ad & social media recognition.

### SUPPORTER: \$1,000.00 to \$1,499.99

- Your company's name on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- 1 Parking pass at VIP Parking Lot located on Chamberlain Highway.
- Your company's banner on the Daffodil fence.
- Listing of sponsorship in Record Journal Thank You ad & social media recognition.

### BRONZE: \$1,500.00 to \$1,999.99

- 9x10 Tent-Table-Chairs
- 1 Parking pass for inside the park.
- 2 Parking passes at VIP Parking Lot located on Chamberlain Highway.
- Your company's name on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- Use of Volunteer's tent includes food, soft drinks and bathrooms.
- Your company's banner on the Daffodil fence.
- Listing of sponsorship in Record Journal Thank You ad & social media recognition.

### SILVER: \$2,000.00 TO \$4,999.99

- 9x10 Tent-Table-Chairs
- 2 Parking passes for inside the park.
- 4 Parking passes at VIP Parking Lot located on Chamberlain Highway.
- Your company's name on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- Use of Volunteer's tent includes food, soft drinks and bathrooms.
- Your company's banner on the Daffodil fence.
- Announcement of sponsorship during the Festival
- Listing of sponsorship in Record Journal Thank You ad & social media recognition.

### GOLD: \$5,000.00 AND UP

- Exclusive naming opportunities.
- 9x10 Tent-Table-Chairs
- 2 Parking passes for inside the park.
- 6 Parking passes at VIP Parking Lot located on Chamberlain Highway.
- Your company's logo on the Daffodil Website [www.daffodilfest.com](http://www.daffodilfest.com)
- Use of Volunteer's tent includes food, soft drinks and bathrooms.
- Your company's banner on the Daffodil fence
- Announcement of sponsorship during the Festival.
- Listing of sponsorship in Record Journal Thank You ad & social media recognition.

**\*\*Contract with payment before 2/1/2020, early incentives: Prime booth location, on-site parking, multiple locations of banner placement.**