



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

January 2022

Dear Community Partner,

The **Meriden Daffodil Festival** is celebrating our 42nd Anniversary on April 30 & May 1, 2022 in Hubbard Park. From our humble beginnings, we have grown to welcome upwards of 70,000 people over the festival's weekend. We are excited to once again offer this **free event for all, free shuttle bus service, free parking, free children's entertainment and free entertainment on our three stages.**

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. We have experienced an unprecedented stretch of poor weather and cold temperatures. This resulted in three years of losses depleting our reserves. Additionally, Covid caused the cancellation of both the 2020 & 2021 Festivals along with its sponsorships and revenue. We are looking to our community partners to help us this year more than ever.

We respectfully request your organization's financial support to organize the 43rd 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. We are offering several levels of sponsorship. We are 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 for more details and the schedule of events.

Sincerely,

Lisa Suzio
Meriden Daffodil Festival Committee
203-631-6100

****Contract with payment before 2/28/2022, early incentives: Prime booth location, on-site parking, multiple locations of banner placement.**



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MERIDEN DAFFODIL FESTIVAL SPONSORSHIP OPPORTUNITIES

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
- 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.

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
- 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.

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
- 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.

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

- Your company's name on the Daffodil Website 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.

PATRON: \$250.00 TO \$999.99

- Your company's name on the Daffodil Website 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.

FRIEND: \$50.00 to \$249.99

- Your company's name on the Daffodil Website www.daffodilfest.com
- Listing of sponsorship in Record Journal Thank You ad