

SHELTON DAY CORPORATE SPONSORSHIP LETTER

My name is Julie Blakeman, I am the president of the Derby-Shelton Rotary Club. Every first Sunday in October our club hosts the annual Shelton Day Festival. This year we have expanded the festival by adding a “shop hop” portion to complement the traditional Sunday event.

From Friday morning, October 1 to Sunday, October 3 noon, anyone can download an official shop hop map, visit each business, and get their maps/grids stamped. Completed maps can be turned into the Derby- Shelton Rotary tent on October 3rd from 12-3 for a chance to win a grand prize. Proceeds from the event will benefit the community and world wide efforts of the Derby-Shelton Rotary.

Shelton Day originated in the 1980’s to promote and highlight the downtown area businesses. Because 2020 was a struggle for all businesses this year the event was designed to help, highlight, and increase foot traffic to every business in the 06484 zip code. Please read below for all the different ways to participate...

Shop Hop: Pay the \$90.00 fee to participate. Receive a map for your business window, yard sign to be put out from October 1 - October 3 (take down at noon) Shop Hoppers will be coming to your business to get their maps stamped, thus increasing foot traffic that weekend. It is encouraged but not required that each business offer a special deal or promotion to the Shop Hoppers. No purchase will be necessary to have maps stamps.

On behalf of The Derby-Shelton Rotary, I am seeking corporate sponsorships.

We are offering the following corporate sponsorships packages for the day of the event...

	Shelton Gael \$1000	Gold Sponsor \$500	Silver Sponsor \$250	Bronze Sponsor \$100
12 x 24 Yard Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Business Name on Shelton Day TShirt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Business Name on Rotary Website (Shelton Day Page-one year)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Facebook Recognition	<input checked="" type="checkbox"/>			
Shout out from Emcee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

We have limited spaces of sponsorships on CT Voyager Hot Air Balloon...

	Banner Size/Placement	Price
One Sponsorship Available	14' x 46' Nylon Banner (will be clipped to the actually balloon)	\$9,000.00
Two Sponsorships Available	1 side - Large Basket Banner 58" x 30" full color	\$1,200.00
Two Sponsorships Available	1 side - Small Basket Banner 35" x 30" full color	\$850.00

All banners will be printed in full color. Logos will need to be submitted using a high quality resolution, PNG or better. All logos are due by September 1st to ensure enough time for printing.

Sunday, October 3rd - Shelton Day 11am - 5pm

Shelton Day Participant	Price
Shelton Day Vendor (for profit)	\$50.00
Shelton Day Vendor (non profit)	\$40.00
Food Truck/Vendor	\$50.00
Vintage or Muscle Car Entry	\$25.00
Local Dance/Karate/Gymnastic School	free!

To sign up for the Shelton Day event go to www.sheltonday.eventbrite.com with the exception of the Hot Air Balloon Sponsors. If you are interested in a sponsorship on the balloon please contact Julie Blakeman (203) 410-1107 or email JMBlakeman1115@gmail.com.

This letter also serves as our invitation to you to the event. The Derby-Shelton Rotary values making connections, and this event is designed to show that through camaraderie, good objectives can be achieved without hassle. The event expects thousands of guests every year, aside from the many Rotary volunteers who will ensure the smooth run of the event.

In closing, we hope for your positive response on this matter. The essence of this event is giving back to those in our community, and our Rotary Club has been dedicated to both local and global causes ever since it started in 1905! We hope that you are willing to be a part of this event. If you have any related questions or concerns, please contact me, Julie Blakeman at (203) 410-1107 or email me at Jmblakeman1115@gmail.com or sheltonday@derby-sheltonrotary.org