



Greetings!

The Better Middlebury Partnership (BMP) is excited to announce a new, winter-themed event coming to Middlebury this February. WinterFest will take place on Saturday, February 24th at Middlebury's Recreation Park and will feature an assortment of activities including skating, a mini sledding hill for young kids, a snow sculpture contest, snowman building, obstacle courses, relay races, food, music and so much more!

WinterFest will be a true celebration of our community and we want to include as many different businesses and organizations that we can in whatever ways work best for them. That may mean sponsoring the event to help us underwrite the costs, providing in-kind support for needed materials, running an activity station, providing volunteers for the day or a combination of things. Please think about what would work for your business and consider helping us host this inaugural event in Middlebury!

___ \$1,200 Presenting Sponsor (Limit 2)

For our two major underwriters, we can offer the following:

- Your logo printed on all of the printed materials
- Your logo on all print advertising leading up to the event
- Space at the event for your signage and any material you'd like to distribute (content must be approved by event organizers)
- Inclusion on social media marketing
- Banner with your logo at the event
- Logo on webpage promoting the event
- Inclusion in press release
- At least 5 live mentions by the event MC during the day
- Inclusion in post-event thank you ad
- 20 tickets to the event

___ \$750 Mid-Level

For mid-level underwriters, we can offer the following:

- Written mention on all printed materials
- Written mention in advertising leading up to the event
- Inclusion on social media marketing
- Written mention on webpage promoting the event
- Inclusion in press release
- Logo on event banner hung at the event
- 2 live mentions by the event MC during the day
- 10 tickets to the event

___ \$250 Community Support

For community supporters, we can offer the following:

- Inclusion on social media marketing
- Written mention on webpage promoting the event
- Inclusion in press release
- 5 tickets to the event

___ Donation of Goods or Volunteer

If your business is interested in volunteering your time to help support the event, run an activity station or donate goods/ services, please get in touch with us directly via phone or email to Karen Duguay (contact info below.)

Thank you for your consideration. We're looking forward to another great event celebrating our local community and giving people another reason to love where we live!

Sincerely,
Karen Duguay
Marketing Director, Better Middlebury Partnership

Checks Payable to:
The Better Middlebury Partnership
PO Box 853
Middlebury, VT 05753