



Clinton Olde Home Day, Clinton Town Hall,
242 Church Street, Clinton, MA 01510
www.oldehomeday.com or
oldehomeday@gmail.com

January 2018

REQUEST FOR COMMUNITY DONATION / SPONSORSHIP

Organization name: Clinton's Olde Home Day - 501(c) 3 #046-001-118
Project name: 19th Annual Clinton Olde Home Day
Dates: September 7 & 8, 2018 (Friday and Saturday)
Address: Clinton Town Hall, 242 Church Street, Clinton, MA 01510
Estimated Past Audience: 6,000 to 8,000
Contact: Mary Backiel, oldehomeday@gmail.com; 978-360-3291
Advertising Deadline August 15, 2018

If you've been an Olde Home Day sponsor in the past—or if you've simply attended this family-friendly event in the heart of Clinton—you know how much the community anticipates and enjoys this two-day event. Last year, more than 6,000 people enjoyed great food, local crafts, amusements and activities, and unique entertainment, thanks to the generous efforts of sponsors, vendors, and countless volunteers.

Olde Home Day showcases the diversity of Clinton and features town organizations, churches, civic groups, schools, and many businesses and groups from neighboring communities. It has been a regional favorite since it began in 2000 and while similar local events charge admission, Clinton's OHD wants to remain open to guests with no general admission charge.

To do that, **WE NEED YOU**. We rely on the support of sponsors and vendors and ask you to consider making OHD part of your community outreach and marketing plans. It's a unique opportunity for exposure for your organization: Over the years, our vendors and sponsoring organizations have raised more than \$150,000 through sales and donations at the event.

OHD continues to attract crowds by keeping things exciting, mixing old favorites and new attractions. Highlights for 2018 will include:

- On Friday, the **Red, White & Brew Tasting** will be returning and builds upon the popularity of our prior wine tastings, with area breweries and wineries showcasing their products and teaching tasters the finer points of their craft.
- The **Annual Pop-Up Art Show**, featuring talented local artists working in various media.
- **NEW...Bare Hill Music Group** will perform on Friday night. This is a local group who will put a smile on everyone's face.
- **NEW...Johnny the K**, nationally acclaimed & award-winning musician & teacher, educates & empowers kids with music.
- **NEW... Curious Creatures** event will amaze children and adults with their live animals
- **NEW... Mad Science Shows (2)** performances on stage for all ages to enjoy.
- **NEW surprise Friday nighttime performance with fire and/or lasers** will amaze everyone who attends.
- **Arcade on Wheels & Laser Tag**, favorites with teens and video game lovers, will be back Friday and Saturday.
- The **Movie in the Park** keeps families engaged all evening Friday.
- A **Photo Booth** for those who want to remember their experience
- The popular **Food Court, Family Food Tent and Beer Tent** attract diners all evening Friday and all-day Saturday
- **Entertainment** includes puppets, local dance and performance groups, the Clinton school band, a kick off by members of the VFW Local 523 and more.

Please mark September 7th & 8th on your calendar and plan to participate in another memorable Clinton Olde Home Day! See the sponsorship details attached to this letter.

Check for updates and news on our website (see address above) and our Facebook page at www.facebook.com/OldeHomeDay.

Sincerely,

Town of Clinton's
Olde Home Day Committee



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Levels of Support

Diamond Movie Package – Contribution of \$1,200+

- Package includes everything listed in Platinum package (below) plus exclusive rights to sell popcorn and glow sticks, along with a 10x10 food booth for both Friday & Saturday.
- Display of your banner in the Fallon Auditorium during OHD weekend.
- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$25.00 worth of amusements tickets.

Platinum – Contribution of \$1,000 - \$1,199

- Display of your banner in the Fallon Auditorium during OHD weekend.
- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$25.00 worth of amusements tickets.

Gold - Contribution of \$500+

- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$20.00 worth of amusements tickets.

Silver - Contribution of \$300+

- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$15.00 worth of amusements tickets.

Bronze – Contribution of \$100+

- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$10.00 worth of amusements tickets.

Friends of Clinton Olde Home Day – Contribution of \$25+

- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the *Clinton Item*, with a circulation of 15,000.



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Sponsorship/Donation Form

Name _____

Business / Organization / Church _____

Address _____

City / State / Zip _____

Telephone _____

Email _____

Donation / Sponsorship

Donation:	Amount	Your Donation
New DIAMOND Movie Package	\$1200+	
Platinum	\$1000 - \$1199	
Gold	\$500+	
Silver	\$300+	
Bronze	\$100+	
Friends of Clinton OHD	\$25 - \$99	
Activity Sponsorship	Estimated Amount	Your Sponsorship
Inflatables / Amusements / Entertainment	\$6,700	
Dining Tents / Staging / Chairs / Tables	\$2,800	
Special Activities	\$2,000	
Police / Fire / Electrical	\$1,500	
Music (Friday & Saturday)	\$1,000	
Advertising	\$1,100	
Photo Booth	\$800	
Train	\$700	
Red, White & Brew Tastings	\$600	

Please make check payable to:
 Town of Clinton Olde Home Day

Mail to:
 Olde Home Day Committee
 Clinton Town Hall
 242 Church Street
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Questions: Call Mary Backiel, 978-360-3291 or email oldehomeday@gmail.com
Website: www.oldehomeday.com