

# NEW MILFORD RiverFest

Town of New Milford, Office of the Mayor, 10 Main Street, New Milford, CT 06776  
(860) 355-6010, nmriverfest@gmail.com, www.NMRiverFest.org

## 2021 SPONSORSHIP FORM

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: (W): \_\_\_\_\_ (C): \_\_\_\_\_

E-mail Address\*: \_\_\_\_\_ Website: \_\_\_\_\_

*\*Our primary method of communication is email. Please provide an e-mail address for important updates!*

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### SPONSOR LEVELS (See descriptions on reverse.)

Please call 203-947-4767 to discuss in-kind contributions and additional recognition opportunities.

- |   |   |
|---|---|
| <input type="checkbox"/> RiverFest Friend: \$100        | <input type="checkbox"/> Silver Level Sponsor: \$2,500* |
| <input type="checkbox"/> RiverFest Patron: \$250        | <input type="checkbox"/> Gold Level Sponsor: \$3,500*   |
| <input type="checkbox"/> Children's Area Sponsor: \$500 | <input type="checkbox"/> Presenting Sponsor: \$5,000*   |
| <input type="checkbox"/> Bronze Level Sponsor: 1,000*   | <input type="checkbox"/> Other _____                    |

**AMOUNT ENCLOSED: \$ \_\_\_\_\_**

*Make checks payable to The Town of New Milford. Please note Riverfest in the memo section. Your gift may be tax deductible to the full extent provided by law. We suggest that you consult your tax advisor for more information.*

- We would like our gift to be anonymous.**
- Our company employees would like to participate as RiverFest volunteers.  
Please call me to arrange their participation.**

**\*For Sponsorships which include one 10' x 10' booth.** (Electricity and tents are not provided. Sunset is at 6:30 p.m. We suggest you bring battery-powered lighting for your booth.)

→ Number of 8-foot tables needed: \_\_\_\_\_ Number of chairs needed: \_\_\_\_\_

*RiverFest will not guarantee against loss or damage of any kind. Neither RiverFest, nor the Town of New Milford maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance to indemnify and defend RiverFest, and the Town of New Milford and its employees and volunteers against claims or expenses arising out of the use of the exhibit space.*

- A certificate of insurance naming the Town of New Milford as an additional insured is enclosed.*

Mail your sponsorship payment, application form and any other required materials to:  
**Mayor's Office, Town of New Milford, 10 Main Street, New Milford, CT 06776** or scan form and email to  
[NMRiverFest@gmail.com](mailto:NMRiverFest@gmail.com). You may pay online at [www.NMRiverfest.org](http://www.NMRiverfest.org)

**Applications and payment must be received by  
September 1, 2021 to guarantee print promotion inclusion for  
Bronze, Silver, Gold and Presenting Sponsor Levels.**

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## 2021 SPONSOR LEVEL DESCRIPTIONS

### RiverFest Friend: \$100

- Your company name on the RiverFest banner at entrance to RiverFest
- One Riverfest custom cap

### RiverFest Patron: \$250

- Your company name on the RiverFest banner at entrance to RiverFest
- Two Riverfest custom caps, and two complimentary tickets redeemable at the Riverfest beer and wine garden

### Children's Area Sponsor: \$500

- Your company name on a banner at entrance to RiverFest
- Your company name on a banner in Children's area of RiverFest
- Company logo on RiverFest posters distributed before & during event
- Two Riverfest custom caps, and two complimentary tickets redeemable at the Riverfest beer and wine garden and four complimentary tickets to a food vendor of your choice

### Bronze Level Sponsor: \$1,000

- Company logo on banner at entrance to RiverFest
- Credit in promotions & print advertisements
- Company logo on RiverFest posters distributed before & during event
- One 10x10 foot exhibit space in prominent location at RiverFest
- Two Riverfest custom caps, and four complimentary tickets redeemable at the Riverfest beer and wine garden and four complimentary tickets to a food vendor of your choice

### Silver Level Sponsor: \$2,500

- Company logo on banner at entrance to RiverFest
- Credit in promotions & print advertisements
- Company logo on RiverFest posters distributed before & during event
- Social media promotions, name & logo
- One 10x10 foot exhibit space in prominent location at RiverFest
- Four Riverfest custom caps and four complimentary tickets redeemable at the Riverfest beer and wine garden and four complimentary tickets to a food vendor of your choice

### Gold Level Sponsor: \$3,500

- Company logo on banner at entrance to RiverFest
- Credit in promotions & print advertisements
- Company logo on RiverFest posters distributed before & during event
- Social media promotions, name & logo
- One 10x10 foot exhibit space in prominent location at RiverFest
- Six Riverfest custom caps, six complimentary tickets redeemable at the Riverfest beer and wine garden and six complimentary tickets to a food vendor of your choice

### Presenting Sponsor: \$5,000

- Company logo on banner at entrance to RiverFest
- Company logo on banner at Main Stage
- Credit in promotions & print advertisements
- Company logo on RiverFest posters distributed before & during event
- Social media promotions, name & logo
- One corner 10x10 foot exhibit space in a prominent location at RiverFest
- Eight Riverfest custom caps, eight complimentary tickets redeemable at the Riverfest beer and wine garden and eight complimentary tickets to a food vendor of your choice