



**Simsbury
Meadows**
Performing Arts Center

2024 SPONSOR PACKAGE

Photo by Capture Visual Marketing

CONTACT

Missy DiNunno, *Executive Director*
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SIMSBURY MEADOWS AT A GLANCE

ABOUT US

- Simsbury Meadows Performing Arts Center is a state-of-the-art venue located in the heart of downtown Simsbury.
- The state's second-largest outdoor venue, Simsbury Meadows has a capacity of 10,000.
- More than 40,000 attendees visit Simsbury Meadows each season, which runs from April-November.
- Voted "Best Concert Venue" and "Best Place for Live Music" in the Hartford Courant's Best of Hartford Awards.
- The Simsbury Meadows Performing Arts Center, Inc. is a 501c-3 non-profit organization that relies on support from sponsors, donors, funders, and volunteers.



Total Social Media Followers

9.5K

Yearly Social Media Reach

241K

Yearly Website Visitors

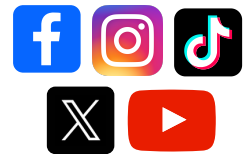
88K

Total Email Subscribers

3.8K

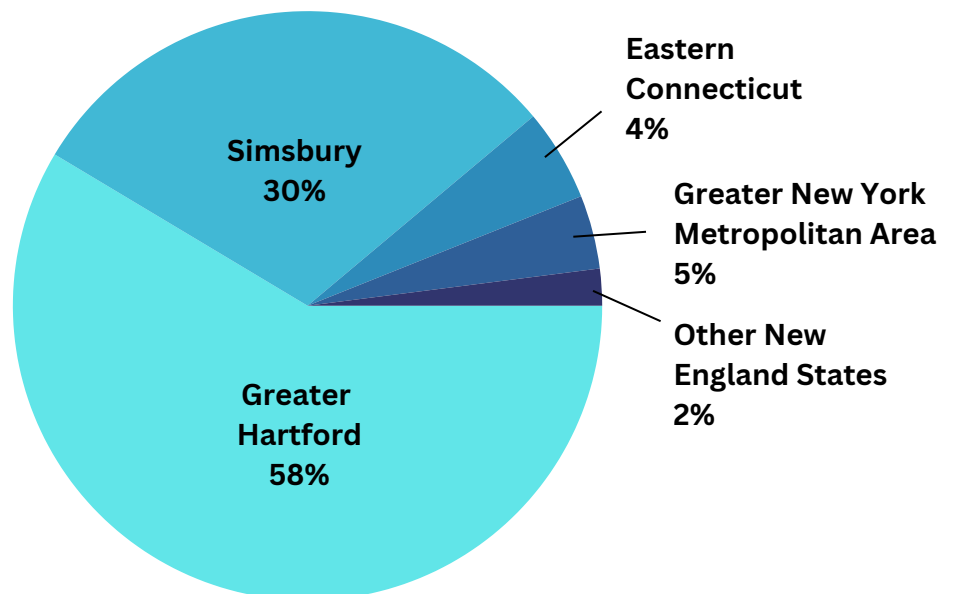
Yearly On-site Visitors

40K +



AUDIENCE DEMOGRAPHICS

Our diverse programming attracts over 40,000 individuals annually of all ages and backgrounds. While each event attracts a unique audience, our data shows our draw reaches far beyond local.





VENUE SPONSORSHIP OPPORTUNITIES

LEVEL	BENEFITS
<p>Platinum \$20,000</p>	<ul style="list-style-type: none">• Logo featured on season announcement marketing and calendar rack card• Logo featured on all Simsbury Meadows e-blasts• Speaking opportunity at season announcement press event• Logo on promotional lamp pole banner• Premium recognition on sound tower banner• Premium recognition on entry signage• Premium recognition on website landing page• Recognition in Circus Smirkus & Nutmeg Ukulele Fest program• Social media mentions• Annual report listing• On-site promotional booth space at Sound Bites and Brewstock• One table of 8 for the TMMF concert of your choice (selections to be made by May 1)• Complimentary admission for 8 to Sound Bites, Brewstock, and the Circus Smirkus performance(s) of your choosing• Complimentary parking passes for up to 8 valid at each of the five HSO TMMF concerts• Basic venue rental fee waived
<p>Gold \$10,000</p>	<ul style="list-style-type: none">• Logo on promotional lamp pole banner• Featured recognition on sound tower banner• Featured recognition on venue entry signage and website landing page• Recognition in Circus Smirkus & Nutmeg Ukulele Fest program• Social media mentions• Annual report listing• On-site promotional booth space at Sound Bites and Brewstock• Complimentary admission for up to 4 to Sound Bites, Brewstock, and the Circus Smirkus performance(s) of your choosing• Complimentary parking passes for up to 4 valid at each of the five HSO TMMF concerts• 50% discount on basic venue rental fee



VENUE SPONSORSHIP OPPORTUNITIES

LEVEL	BENEFITS
<p>Silver \$5,000</p>	<ul style="list-style-type: none"> • Logo on promotional lamp pole banner • Recognition on sound tower banner • Recognition on venue entry signage and website landing page • Recognition in Circus Smirkus & Nutmeg Ukulele Fest program • Social media mentions • Annual report listing • On-site promotional booth space at Sound Bites and Brewstock • Complimentary admission for up to 2 to Sound Bites, Brewstock, and the Circus Smirkus performance(s) of your choosing • Complimentary parking passes for up to 2 valid at each of the five HSO TMMF concerts • 25% discount on basic venue rental fee
<p>Bronze \$2,500</p>	<ul style="list-style-type: none"> • Recognition on sound tower banner • Recognition on venue entry signage and website landing page • Recognition in Circus Smirkus & Nutmeg Ukulele Fest program • Social media mentions • Annual report listing • On site promotional booth space at Sound Bites and Brewstock • 10% discount on basic venue rental fee
<p>Supporter \$1,000</p>	<ul style="list-style-type: none"> • Recognition on venue entry signage • Recognition in Circus Smirkus & Nutmeg Ukulele Fest program • Social media mention • Annual report listing • On site promotional booth space at Sound Bites and Brewstock

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Simsbury Meadows

Performing Arts Center

2024 SEASON

VENUE SPONSORSHIP OPPORTUNITIES

Sponsor Features	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000
Recognition in Circus Smirkus & Nutmeg Ukulele Fest program	✓	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓	✓
Annual report listing	✓	✓	✓	✓	✓
On-site promotional booth space at Sound Bites and Brewstock	✓	✓	✓	✓	✓
Logo recognition on entry signage	PREMIUM	FEATURED	✓	✓	✓
Logo recognition on sound tower banner	PREMIUM	FEATURED	✓	✓	
Logo recognition on website landing page	PREMIUM	FEATURED	✓	✓	
Discount on basic venue rental fee	FEE WAIVED	50% OFF	25% OFF	10% OFF	
Logo on promotional lamp pole banner	✓	✓	✓		
Complimentary admission to Sound Bites, Brewstock, and the Circus Smirkus performance(s) of your choosing	8 TICKETS	4 TICKETS	2 TICKETS		
Complimentary parking passes valid at each of the five HSO TMMF concerts	8 PARKING PASSES	4 PARKING PASSES	2 PARKING PASSES		
Logo featured on season announcement marketing and calendar rack card	✓				
Logo featured on Simsbury Meadows e-blasts	✓				
Speaking opportunity at season announcement press event	✓				
One table of 8 for the TMMF concert of your choice (selections to be made by May 1)	✓				

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simsburymeadows.org | 22 Iron Horse Blvd, Simsbury, CT 06070, PO Box 245

LET'S SING TAYLOR

SPONSORSHIP OPPORTUNITIES | 2024 SEASON

WHAT: Let's Sing Taylor - A Live Band Experience - is the ultimate tribute to the music of Taylor Swift. Taking the country by storm, we're bringing the communal experience of celebrating Taylor's music in a live setting to Swifties near and far. So, let the games begin. Calling all Swifties to sing your hearts out and sport your Taylor inspired attire. You can show up at our party any time. *With special guest opener, Let's Sing Olivia - the ultimate tribute to the music of Olivia Rodrigo.*

WHEN: Saturday, August 3, 2024 6:00 PM

WHY: Get your brand name out there while joining a pop culture phenomenon that's sweeping the world!



LEVEL	BENEFITS
Gold \$5,000	<ul style="list-style-type: none"> • Exclusive recognition during pre-show announcements • Premium recognition in Let's Sing Taylor publicity & advertising • Premium recognition on Let's Sing Taylor venue signage • Social media mentions • Premium recognition on website event page and ticket sales page • 6 complimentary early access tickets for Let's Sing Taylor • 10 complimentary standard admission tickets for Let's Sing Taylor • 8 complimentary on-site parking passes for Let's Sing Taylor
Silver \$2,500	<ul style="list-style-type: none"> • Featured recognition in Let's Sing Taylor publicity & advertising • Featured recognition on Let's Sing Taylor venue signage • Social media mentions • Featured recognition on website event page • 4 complimentary early access tickets for Let's Sing Taylor • 6 complimentary standard admission tickets for Let's Sing Taylor • 4 complimentary on-site parking passes for Let's Sing Taylor
Bronze \$1,000	<ul style="list-style-type: none"> • Recognition on Let's Sing Taylor venue signage • Social media mentions • Recognition on website event page • 2 complimentary early access tickets for Let's Sing Taylor • 4 complimentary standard admission tickets for Let's Sing Taylor • 2 complimentary on-site parking passes for Let's Sing Taylor

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SOUND BITES FOOD & MUSIC FESTIVAL

SPONSORSHIP OPPORTUNITIES | 2024 SEASON

WHAT: Bites, bands, and bouncing!! Fun for the whole family with food from top local eateries and inflatables for every age, all backed by an eclectic array of musical performances by Gracie Day, Hannah's Field, Lee Totten, and The Decker Bandits.

WHEN: Saturday, May 18, 2024, 1-5 p.m.

WHY: Get your brand name out there and contribute to the area economy by spotlighting local restauranteurs, food truck vendors, and music artists.

LEVEL	BENEFITS
Gold \$1,000	<ul style="list-style-type: none"> • 2 complimentary meals from food vendor of your choice & 2 complimentary beverages at the Moonlight Pub • Sponsor logo on event page and ticket purchase page • 12 tickets to the event • Premium listing on signs, web, and promo materials • On stage recognition at event's start/end • Social media mentions • One promotional booth at the event
Silver \$500	<ul style="list-style-type: none"> • 8 tickets to the event • Featured listing on signs, web, and promo materials • On stage recognition at event • Social media mentions • One promotional booth at the event
Bronze \$250	<ul style="list-style-type: none"> • 4 tickets to the event • Listing on signs, web and promo materials • Social media mentions • One promotional booth at the event

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DISNEY SING-ALONG WITH THE LITTLE MERMEN: 2024 SPONSORSHIP PACKAGE



WHAT: The Little Mermen: the ultimate Disney tribute concert for Disney fans of all ages. The band covers nearly a century of musical canon, with faves from The Little Mermaid, Mary Poppins, Frozen, and Encanto. They perform in full costume as characters from the films. They have recently shared festival stages with Stevie Nicks, Green Day, and Joan Jett. The Little Mermen invite you to be their guest for a magical experience with nostalgic fun and rockin' sing-alongs!



WHEN: 2 shows! Saturday, June 8 at 1 p.m. and 6 p.m.

WHY:

- Bring unique family entertainment to the Farmington Valley.
- Get your brand name out there!

\$5,000 Platinum

- Performer meet and greet with photo op
- Sponsor ad with logo and link on event ticket page
- 12 complimentary tickets
- Early event entry for seating
- No-line access to merchandise booth
- Premium listing on signs, website event page, and promo materials
- Social media shout outs
- Table space for promotion and patron engagement
- Name, logo, URL in 2 emails

\$2,500 Gold

- 8 complimentary tickets
- Featured listing on signs and promo materials
- Featured website event page listing
- Social media shout outs
- Table space for promotion
- Name, logo, URL in 1 email

\$1,000 Silver

- 4 complimentary tickets
- Listing on signs and promo materials
- Listing on web page
- Social media shout out
- Space for promotion
- Name, logo, URL in 1 email

THE ULTIMATE DISNEY TRIBUTE BAND



CIRCUS SMIRKUS

SPONSORSHIP OPPORTUNITIES | 2024 SEASON

WHAT: The extraordinary Circus Smirkus bigtop returns to Simsbury Meadows! Circus Smirkus has been performing to sell-out crowds for 30+ years and is the nation's only traveling youth circus. The stars are kids, not adults, not animals, performing under authentic European-style circus tents with aerials, acrobatics, wire-walking, juggling, clowning, and live music. Not to be missed!

WHEN: 4 shows! July 30 (2 p.m. & 7 p.m.) and July 31 (1 p.m. and 6 p.m.)

WHY: Get your brand name out there and bring unique, youth-led family entertainment to the Farmington Valley!



LEVEL	BENEFITS
Presenting \$5,000	<ul style="list-style-type: none"> • Exclusive recognition during pre-show announcements • Premium logo on promotional poster • Premium recognition in Circus Smirkus publicity & advertising • Premium recognition on venue signage displayed at each performance • Premium recognition in show program • Social media mentions • Premium recognition on website event page • Complimentary tickets for 4 to each of the four Circus Smirkus performances
Ringmaster \$2,500	<ul style="list-style-type: none"> • Featured logo on promotional poster • Featured recognition in Circus Smirkus publicity & advertising • Featured recognition on venue signage displayed at each performance • Featured recognition in show program media mentions • Featured recognition on website event page • Social media mentions • Complimentary tickets for 4 to two Circus Smirkus performances of your choosing
Performer \$1,000	<ul style="list-style-type: none"> • Recognition in Circus Smirkus publicity & advertising • Recognition on venue signage displayed at each performance • Recognition in show program • Social media mentions • Recognition on website event page • Complimentary tickets for 4 to one Circus Smirkus performance of your choosing

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BENEFACTOR SPONSORS

Benefactor sponsors will provide financial assistance to cover the cost of tickets for young people who might not otherwise have the opportunity to enjoy this unique performing arts experience. Benefactor sponsors may work with Simsbury Meadows Performing Arts Center to select a partner organization as defined below under “Partnerships” or may choose a worthy recipient on their own.

Benefactor sponsor acknowledgement will include recognition at the partner organization where young people are served, recognition on social media and simsburymeadows.org, and a sponsorship listing in the show program.

LEVEL	YOUNG PEOPLE SERVED
\$5,000	200
\$4,000	160
\$3,000	120
\$2,500	100
\$2,000	80
\$1,000	40
\$500	20

PARTNERSHIPS

The Simsbury Meadows Performing Arts Center will seek private funding, as defined above under “Benefactor Sponsors”, to provide young people directly served by partner organizations with access to complimentary tickets. The partner organization will support promotional efforts through consent to use the partner organization’s name in news releases, social media, fundraising, etc. Partner organizations will also support event marketing efforts which may include, but are not limited to:

- Distribution of promotional flyers to those served by your organization
- Prominent display of flyers in highly visible areas throughout your facility
- Sharing of promotional materials via social media accounts and email distribution lists

The number of tickets made available to partner organizations will be contingent upon the organization’s identified need and the availability of benefactor sponsorship funds. Funds will be allocated solely to cover the cost of tickets for the performance. Transportation to and from the venue is not included.

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BREWSTOCK

SPONSORSHIP OPPORTUNITIES | 2024 SEASON

WHAT: The 2nd annual Brewstock will feature live music and craft beers from some of our state's best craft breweries! Enjoy a day filled with classic rock favorites performed by **Sweet Magic** and **KSF (Kansas/Styx/Foreigner)**, while tasting local beers and meeting the brewmasters.

WHEN: Saturday, August 10, 2024, 1-5 p.m.

WHY: Get your brand name out there and contribute to the area economy by spotlighting artisans and products of CT breweries!



LEVEL	BENEFITS
Gold \$1,000	<ul style="list-style-type: none"> • Backstage beers with the bands • Sponsor logo on event page and ticket purchase page • 4 tickets to the event • Premium listing on signs, web, and promo materials • On stage recognition at event's start/end • Social media shout mentions • One promotional booth at the event
Silver \$500	<ul style="list-style-type: none"> • 2 tickets to the event • Featured listing on signs, web, and promo materials • On stage recognition at event • Social media mentions • One promotional booth at the event
Bronze \$250	<ul style="list-style-type: none"> • 1 ticket to the event • Listing on signs, web and promo materials • Social media mentions • One promotional booth at the event



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NUTMEG UKULELE FESTIVAL

SPONSORSHIP OPPORTUNITIES | 2024 SEASON

WHAT: The third-annual Nutmeg Ukulele Festival is on again in partnership with Kinetic Ukes, the area's premier ukulele ensemble. The one-day festival returns for 2024 with workshops from top teaching artists in the USA, vendors, an auction, and community playalongs.

WHEN: Saturday, September 14, 2024, 9:00 a.m.-5:00 p.m.

WHERE: Eno Memorial Hall in Simsbury, CT

WHY: Support arts education in the local community and get your brand name out there!



LEVEL	BENEFITS
Gold \$1,500	<ul style="list-style-type: none"> • Kinetic Ukes performance (1 hour) at private event • Premium listing on event signs and promo materials • Premium listing on website event page • Premium listing in Festival program • Recognition in stage announcement at beginning and end of Festival • 4 Festival passes • One promotional booth at event • Shout out in social media promo posts
Silver \$500	<ul style="list-style-type: none"> • Premium listing on event signs and promo materials • Premium listing on website event page • Premium listing in Festival program • Recognition in stage announcement at beginning and end of Festival • 2 Festival passes or promotional booth at event (subject to availability) • Shout out in social media promo posts
Bronze \$250	<ul style="list-style-type: none"> • Featured listing on event signs and promo materials • Featured listing on website event page • Featured listing in Festival program • 1 Festival pass or 1 promotional booth at event (subject to space availability) • Shout out in social media promo posts
Friend of the Festival \$100	<ul style="list-style-type: none"> • Listing on website event page • Listing in Festival program

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