



Montpelier Alive

• ENRICHING A VIBRANT DOWNTOWN •

2011 SPONSOR PLEDGE

Yes! I want to contribute to the success of Independence Day and First Night and the many other programs and services that Montpelier Alive provides. Please sign me up for the sponsorship level I've marked below.

- | | |
|---|---|
| <input type="checkbox"/> Underwriter (\$6,000+) | <input type="checkbox"/> Community Partner (\$650+) |
| <input type="checkbox"/> Platinum Partner(\$2,500+) | <input type="checkbox"/> Downtown Partner (\$450+) |
| <input type="checkbox"/> Gold Partner (\$1,500+) | <input type="checkbox"/> Business Partner (\$300+) |
| <input type="checkbox"/> Silver Partner (\$1,000+) | <input type="checkbox"/> Other \$ _____ |

All sponsorships include membership to Montpelier Alive (a \$150 value).

COMPANY NAME _____

YOUR NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

Enclosed is my sponsorship payment of \$ _____.

Please bill me for my sponsorship pledge of \$ _____.

I have read the Benefits of Sponsorship. I understand that full amount is due April 30, 2011.

Signature: _____ Date: _____

Mail to: Montpelier Alive, 39 Main Street, Montpelier, Vermont 05602

Contact: Jimmy Swift, (802) 238-6888, jimmy@montpelieralive.org

Contact: Phayvanh Luekhamhan (802) 223-9604, director@montpelieralive.org



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BENEFITS of SPONSORSHIP

Independence Day and First Night celebrations are made possible with the support of the Montpelier business community. All sponsorships include membership to Montpelier Alive (a \$150 value) which supports our other programs and services.

Underwriting Partner Investment: \$6,000+
Individually Designed Sponsorship Package for maximum visibility and fulfillment of your business objectives

Platinum Partner Investment: \$2,500+
All GOLD PARTNER benefits listed below
PLUS business name or logo in all event-related print advertising (radio and TV if possible)
PLUS business name or logo linked in all web-related marketing
PLUS 10 additional complimentary admissions for First Night (up to 20 total)
PLUS advance event reservations for First Night (as available)

Gold Partner Investment: \$1,500+
All SILVER PARTNER benefits listed below
PLUS sponsorship INCREASES to First Night Premier Venue
PLUS sponsorship INCREASES to Independence Day Premier artist or activity
PLUS First Night Festival Guide ad INCREASES to half-page (or equivalent)
PLUS live on-stage mentions (as applicable)
PLUS display, booth, and/or sampling opportunities
PLUS Independence Day Parade viewing area access
PLUS 2 additional complimentary admissions for First Night (up to 10 total)

Silver Partner Investment: \$1,000+
All COMMUNITY PARTNER benefits listed below
PLUS sponsorship INCREASES to a First Night venue
PLUS sponsorship INCREASES for an Independence Day artist or activity
PLUS First Night Festival Guide ad INCREASES to quarter-page (or equivalent)
PLUS 2 additional complimentary admissions for First Night (up to 8 total)

Community Partner Investment: \$650+
All DOWNTOWN PARTNER benefits listed below
PLUS sponsorship of First Night artist or activity
PLUS co-sponsorship of Independence Day artist or activity
PLUS company banner (and/or signage) at Statehouse Lawn (July 3rd) or City Hall Stage (First Night)
PLUS 2 additional complimentary admissions for First Night (up to 6 total)

Downtown Partner Investment: \$450+
All BUSINESS PARTNER benefits listed below
PLUS eighth-page ad in First Night Festival Guide (or equivalent)
PLUS 2 additional complimentary admissions for First Night (up to 4 total)

Business Partner Investment: \$300+
Business name in all marketing materials: flyers, posters, program (FN), website, newsletter and emails
2 complimentary admissions for First Night (up to 2)