



2021 SPONSOR PACKAGE

Photo by Capture, LLC

CONTACT

Missy DiNunno, *Executive Director*
missy@simsburymeadowsmusic.com

THANK YOU FOR YOUR SUPPORT

Dear Andrew,

2020 was an enormously challenging year for everyone thanks to the COVID-19 pandemic, and the Simsbury Meadows Performing Arts Center (SMPAC) was no exception. As we pivoted to survive when our regular season was upended, we realized that SMPAC has always been more than a stage. The SMPAC team successfully adapted the season to accommodate the new health and safety protocols, and I am pleased to share we held more than 75 safe, socially distanced events in 2020 – an increase of 50% from 2019!

On behalf of the SMPAC Board of Directors and staff, I extend our deepest gratitude to you for standing by us during the 2020 summer season; your support was crucial in keeping our doors open. Crumbie Law Group's commitment to SMPAC's success allowed us to provide opportunities both locally and throughout the Greater Hartford region for individuals of all ages, abilities, diverse backgrounds, and economic status to enjoy all that the arts, the Town of Simsbury, and our unique venue have to offer.

While the 2021 season will not return to "normal," we remain committed to our new goal of diversifying SMPAC's programming to better serve the community during this unprecedented time. As we expand SMPAC's offerings to include regular fitness classes, dance recitals, athletic and community events, the venue won't just survive, it will thrive. It is our mission to make SMPAC a cultural ecosystem capable of putting Simsbury (and Connecticut) on the map.

The enclosed list of sponsorship levels offers a wider range of opportunities to fit your specific business objectives and outlines the visibility and benefits you will receive as a SMPAC sponsor. Please don't hesitate to contact me to discuss how we can customize these offerings to maximize your investment.

We truly value your support and hope that you will choose to renew or increase your Opening Act \$1,000 program sponsorship as we prepare for the 2021 summer season in Simsbury.

Times of crisis reminded us of the importance of community, and I want to thank you for being a part of ours. With your support, SMPAC will return in 2021 bigger, better, and safer than ever before!

With gratitude,

Missy DiNunno

QUICKVIEW

WHAT: The Simsbury Meadows Performing Arts Center (SMPAC) was built in 2005 as a home for the Hartford Symphony Orchestra's Talcott Mountain Music Festival. In recent years, SMPAC has become far more than a stage, hosting A-list musicians, benefit concerts, athletic events, dance recitals, and community gatherings.

WHEN: April through October

WHY: Sponsoring an event at SMPAC presents your brand to visitors from the Farmington Valley, Hartford, Litchfield County, and beyond. Your contribution will help us overcome setbacks caused by COVID-19, make the venue more accessible, and expand programming for the 2021 season.

SOMETHING GREAT FOR EVERYONE

Traditionally, SMPAC has hosted the Talcott Mountain Music Festival each summer with five Hartford Symphony (HSO) concerts under the stars. Simsbury Meadows has also featured some of the world's best-loved performers including: Alison Krauss, The Beach Boys, Willie Nelson, Kacey Musgraves, Earth, Wind and Fire, The Four Tops, Frankie Valli and the Four Seasons, Tedeschi Trucks, Slightly Stoopid, Lynyrd Skynyrd, Harry Connick, Jr., and Emmy Lou Harris.

When the COVID-19 pandemic suspended the regular 2020 season, SMPAC was faced with a choice: close the doors or find a way to serve the community during this challenging time. Executive Director Missy DiNunno and the SMPAC Board of Directors rose to the occasion and pivoted the 2020 programming to keep the venue financially viable and open to the public.



The SMPAC pivot strategy was to offer activities and events that could be managed safely, observing social distancing rules as well as the Governor's capacity guidelines. Community businesses and organizations responded and soon there were activities happening on the SMPAC stage every day of the week, including fitness classes, HSO small ensemble concerts, a volleyball tournament, dance recitals, the 100 Women of Color Awards, a Labor Day Soiree, and two live concerts featuring local Connecticut bands. Additionally, SMPAC partnered with Simsbury's 350th Committee and Parks and Recreation department to offer two Movies in the Park for families, and the Simsbury Chamber of Commerce to host Trunk or Treat, a safe way for families to celebrate a fun and socially distanced Halloween.



THE 2021 SEASON IS EXPANDING

SMPAC is preparing for a busy 2021 season filled with the live performance events you've come to love, plus some new activities we're sure you'll enjoy. Keep an eye out for fitness classes, SMPAC's first Comedy Series, a Connecticut Concert Series, and SeptemberFeast, a culinary and cultural reimagining of Septemberfest in partnership with the Simsbury SPIRIT Council, Simsbury Grange and more!

SPONSORSHIP BENEFITS

Simsbury Meadows sponsors receive season-long recognition from April to October via print advertising, signage, banners, social media, on-stage recognition, our annual report, and the SMPAC website.

Your investment in SMPAC will further solidify our "more than a stage" status, improve the quality of life and economic development in Simsbury, the Farmington Valley, and beyond, and highlight your business as a community leader. Together we can continue to shine the spotlight on SMPAC as a premier outdoor entertainment venue in Connecticut and YOU as a valued community partner!

For more information, contact Missy DiNunno, Executive Director, 860-651-4052 or email missy@simsburymeadowsmusic.com



COMEDY SERIES

3 NIGHTS OF LAUGHTER - 6+ COMICS

Sponsorship Opportunities

****Levels are based on fees associated with *one* performance in the series. Multi-performance packages available on request****

LEVEL	BENEFITS
Headliner \$2,500	<ul style="list-style-type: none"> • Exclusive social media shout out on promotional posts • Premium listing on event signs and promo materials • Premium listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 8 • 20 x 20 space for a promotional booth
Feature \$1,000	<ul style="list-style-type: none"> • Featured listing on event signs and promo materials • Featured listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 4
Host \$500	<ul style="list-style-type: none"> • Listing on event signage and promo materials • Listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 2

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COMEDY SERIES

3 NIGHTS OF LAUGHTER - 6+ COMICS

Sponsorship Opportunities

****Levels are based on fees associated with one performance in the series. Multi-performance packages available on request****

Sponsor Features	Headliner \$2,500	Feature \$1,000	Host \$500
Listing on event signs and promo materials	Premium	Featured	✓
Listing on website event page	Premium	Featured	✓
Recognition in stage announcement on day of event	✓	✓	✓
Complimentary tickets	8	4	2
Social media shout outs on promotional posts	Premium		
20 x 20 space for a promotional booth	✓		

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SUMMER MUSIC SERIES

3 CONCERTS - 6+ LOCAL ARTISTS

Sponsorship Opportunities

****Levels are based on fees associated with one performance in the series. Multi-performance packages available on request****

LEVEL	BENEFITS
Headliner \$2,500	<ul style="list-style-type: none"> • Exclusive social media shout out on concert promotional posts • Premium listing on event signs and promo materials • Premium listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 8 • 20 x 20 space for a promotional booth
Opening Act \$1,000	<ul style="list-style-type: none"> • Featured listing on event signs and promo materials • Featured listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 4
Supporting \$500	<ul style="list-style-type: none"> • Listing on event signage and promo materials • Listing on website event page • Recognition in stage announcement on day of event • Complimentary tickets for 2

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SUMMER MUSIC SERIES

3 CONCERTS - 6+ LOCAL ARTISTS

Sponsorship Opportunities

****Levels are based on fees associated with one performance in the series. Multi-performance packages available on request****

Sponsor Features	Headliner \$2,500	Opening Act \$1,000	Supporting \$500
Listing on event signs and promo materials	Premium	Featured	✓
Listing on website event page	Premium	Featured	✓
Recognition in stage announcement on day of event	✓	✓	✓
Complimentary tickets	8	4	2
Social media shout outs on concert promotional posts	Premium		
20 x 20 space for a promotional booth	✓		

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VENUE SPONSORSHIP OPPORTUNITIES

LEVEL	BENEFITS
<p>Platinum \$20,000</p>	<ul style="list-style-type: none"> • Exclusive logo featured on season announcement marketing • Logo on promotional lamp pole banner and sound tower banner • Premium recognition on venue signage and website landing page • Premium recognition in SMPAC generated publicity & advertising • Social media mentions • Annual report listing • On-site marketing opportunities at SMPAC Summer Music and Comedy Series Performances • Two tables for the TMMF concert(s) of your choice (selections to be made by June 1)**pending series confirmation • Complimentary admission for 30 to Septemberfest • Complimentary parking passes for 10 valid at select events throughout the season (subject to availability) • Complimentary tickets pending availability • Basic venue rental fee waived – weekday use • 30% discount on basic venue rental fee – weekend use
<p>Gold \$10,000</p>	<ul style="list-style-type: none"> • Logo on promotional lamp pole banner and sound tower banner • Featured recognition on venue signage and website landing page • Featured recognition in SMPAC generated publicity & advertising • Social media mentions • Annual report listing • One table for the TMMF concert of your choice (selection to be made by June 1) **pending series confirmation • Complimentary admission for 20 to Septemberfest • Complimentary parking passes for 6 valid at select events throughout the season (subject to availability) • Complimentary tickets pending availability • 50% discount on basic venue rental fee – weekday use • 20% discount on basic venue rental fee – weekend use

VENUE SPONSORSHIP OPPORTUNITIES

LEVEL	BENEFITS
<p>Silver \$5,000</p>	<ul style="list-style-type: none"> • Logo on promotional lamp pole banner and sound tower banner • Recognition on venue signage and website landing page • Recognition in SMPAC generated publicity & advertising • Social media mentions • Annual report listing • Complimentary admission for 10 to Septemberfest • Complimentary parking passes for 4 valid at select events throughout the season (subject to availability) • Complimentary tickets pending availability • 25% discount on basic venue rental fee – weekday use • 10% discount on basic venue rental fee – weekend use
<p>Bronze \$2,500</p>	<ul style="list-style-type: none"> • Logo on sound tower banner • Recognition on venue signage and website landing page • Recognition in SMPAC generated publicity & advertising • Social media mentions • Annual report listing • Complimentary admission for 6 to Septemberfest • Complimentary parking passes for 2 valid at select events throughout the season (subject to availability) • Complimentary tickets pending availability
<p>Supporter \$1,000</p>	<ul style="list-style-type: none"> • Recognition on venue signage and website landing page • Annual report listing • Complimentary admission for 4 to Septemberfest • Complimentary tickets pending availability

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VENUE SPONSORSHIP OPPORTUNITIES

Sponsor Features	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000
Complimentary tickets pending availability	✓	✓	✓	✓	✓
Annual Report Listing	✓	✓	✓	✓	✓
Recognition on venue signage and website landing page	Premium	Featured	✓	✓	✓
Recognition in SMPAC generated publicity & advertising	Premium	Featured	✓	✓	
Complimentary admission to Septemberfeast	30	20	10	6	4
Complimentary parking passes valid at select events	10	6	4	2	
Logo Placement	Lamp pole banner & sound tower banner	Lamp pole banner & sound tower banner	Lamp pole banner & sound tower banner	Sound tower banner	
Social media mentions	✓	✓	✓	✓	
Discount on basic venue rental fee	fee waived - weekday 30% - weekend use	50% - weekday use 20% - weekend use	25% - weekday use 10% - weekend use		
Tables for TMMF Concert(s) of your choice **pending series confirmation	2	1			
On-site marketing opportunities at SMPAC Summer Music and Comedy Series	✓				
Logo featured on season announcement marketing	✓				

VENUE SPONSORSHIP OPPORTUNITIES

ADDITIONAL PACKAGE OPTIONS

LEVEL	BENEFITS
Car Sponsor \$10,000	<ul style="list-style-type: none">• 10x10 promotional booth and on-site vehicle display at SMPAC Music and Comedy Series Performances and Septemberfeast• Logo on sound tower banner• Recognition on venue signage and website landing page• Social media mentions• Annual report listing• Complimentary tickets pending availability• 25% discount on basic venue rental fee – weekday use*• 10% discount on basic venue rental fee – weekend use*
Wellness Sponsor \$2,500	<ul style="list-style-type: none">• Featured logo on stage signage at all fitness classes (up to 50 classes!)• Logo on sound tower banner• Recognition on venue signage and website landing page• Featured logo on website event page for fitness• Social media mentions• Annual report listing
Food Sponsor \$2,500	<ul style="list-style-type: none">• Featured vendor placement on the field• Logo on sound tower banner• Recognition on venue signage and website landing page• Social media mentions• Annual report listing• Waived FVHD permit application fee for up to 2 events• Complimentary vendor footprint and access to power for all five Talcott Mountain Music Festival concerts• 50% discount on vendor footprint and 5% reduction in venue commission rate for Septemberfeast• 25% discount on vendor footprint for any additional events at which sponsor has a contract with SMPAC to vend

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VENUE SPONSORSHIP OPPORTUNITIES

ADDITIONAL PACKAGE OPTIONS

Sponsor Features	Car Sponsor \$10,000	Wellness Sponsor \$2,500	Food Sponsor \$2,500
Logo on sound tower banner	✓	✓	✓
Recognition on venue signage and website landing page	✓	✓	✓
Social media mentions	✓	✓	✓
Annual report listing	✓	✓	✓
Complimentary tickets pending availability	✓		
25% discount on basic venue rental fee – weekday use*	✓		
10% discount on basic venue rental fee – weekend use*	✓		
On-site vehicle display at SMPAC Music and Comedy Series Performances and Septemberfest	✓		
10x10 promotional booth at SMPAC Music and Comedy Series Performances and Septemberfest	✓		
Featured logo on stage signage at all fitness classes (up to 50 classes!)		✓	
Featured vendor placement on the field			✓
Waived FVHD permit application fee for up to 2 events			✓
Featured vendor placement on the field			✓
Complimentary vendor footprint and access to power for all five Talcott Mountain Music Festival concerts			✓
25% discount on vendor footprint for any additional events at which sponsor has a contract with SMPAC to vend			✓
50% discount on vendor footprint and 5% reduction in venue commission rate for Septemberfest			✓

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SEPTEMBERFEAST

2021 SPONSORSHIP PACKAGE BENEFITS

LEVEL	BENEFITS
Presenting Sponsor \$5,000	<ul style="list-style-type: none"> • Space for up to 30x30 promo booth • Complimentary admission for (10) for each day of the festival • Opportunity to distribute swag bags or promo items at entry gates • Premium visibility in print ad • Premium listing on event sponsor board at main entrance • Social media mentions • Logo on Septemberfeast event page at simsburymeadowsmusic.com • Main stage announcement recognition
Mainstage Sponsor \$2,500	<ul style="list-style-type: none"> • Space for up to 20x20 promo booth • Complimentary admission for (8) for each day of the festival • Featured visibility in print ad • Featured listing on event sponsor board at main entrance • Social media mentions • Logo on Septemberfeast event page at simsburymeadowsmusic.com • Main stage announcement recognition
Supporting Sponsor \$1,000	<ul style="list-style-type: none"> • Space for up to 10x10 promo booth • Complimentary admission for (4) for each day of the festival • Recognition in print ad • Listing on event sponsor board at main entrance • Logo on Septemberfeast event page at simsburymeadowsmusic.com
Contributing Supporter \$500	<ul style="list-style-type: none"> • Space for up to 10x10 promo booth • Complimentary admission for (2) for each day of the festival • Logo on Septemberfeast event page at simsburymeadowsmusic.com

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SEPTEMBERFEAST

2021 SPONSORSHIP PACKAGE BENEFITS

Sponsor Features	Presenting Sponsor \$5,000	Mainstage Sponsor \$2,500	Supporting Sponsor \$1,000	Contributing Supporter \$500
Space for a promotional booth	30x30	20x20	10x10	10x10
Complimentary admission for each day of the festival	10	8	4	2
Logo on Septemberfeast event page at www.simsburymeadowsmusic.com	✓	✓	✓	✓
Visibility in print ad	Premium	Featured	✓	
Listing on event sponsor board at main entrance	Premium	Featured	✓	
Social media mentions	✓	✓		
Main stage announcement recognition	✓	✓		
Opportunity to distribute swag bags or promo items at entry gates	✓			

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