



**Simsbury
Meadows**
Performing Arts Center

2022 SPONSOR PACKAGE

CONTACT

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



Simsbury Meadows
Performing Arts Center

QUICKVIEW

WHAT: In a town and area known for its historic charm and community spirit one venue stands out: Simsbury Meadows Performing Arts Center— a hub for culture, entertainment, family fun and recreation. We were delighted to be designated as the first runner up (bested only by Mohegan Sun!) for Best Concert Venue in the 2021 Best of Hartford contest, validating the value and enjoyment we bring to thousands of area residents. This recognition confirms our belief that Simsbury Meadows has become a significant contributor to our quality of life, not just for our town and the Farmington Valley, but for the Greater Hartford area, as well.

WHEN: June through October

WHY: In sponsoring an event at Simsbury Meadows, your brand will be showcased to visitors from the Farmington Valley, Hartford County, Litchfield County, and beyond. Your contribution guarantees logo placement across a number of mediums, including event signage, social media, and website. Additionally, your support will enable Simsbury Meadows to expand programming for the upcoming seasons and better the facility and the patron experience.

SOMETHING GREAT FOR EVERYONE



Every season, Simsbury Meadows welcomes a variety of performances and events, from beloved touring artists to free orchestra concerts to community dance recitals. In 2021, Simsbury Meadows hosted Darius Rucker, who delivered a spectacular evening filled with vibrant country music, dancing fans, and countless memories. Additionally, last season we presented a wide range of events, including free concerts by the renowned Coast Guard Academy Band, the 100 Women and 100 Men of Color Gala & Awards, “Funny Women of a Certain Age” Comedy Show, SeptemberFeast multicultural event, a Labor Day Soiree, and numerous fitness classes.

And, by partnering with organizations such as the Simsbury 350th Committee, Simsbury Parks and Recreation department, and Simsbury Chamber of Commerce, we brought in a number of family-oriented programming, including free movie nights and the Spooktacular Halloween event.

Lastly, every season, we look forward to holding the Hartford Symphony Orchestra's Talcott Mountain Music Festival for five concerts under the stars in the beautiful summer month of July.

Over the past few years Simsbury Meadows displayed both an incredible resiliency and a strong commitment to the community finding new ways to thrive even at the most challenging times, proving that we are more than a stage. We embraced a fresh strategy to successfully and profitably expand, offering a broader range of programming, and in doing so, expanding and diversifying our audience, all while contributing to the area's economic development by driving business to local restaurants, retailers, and service providers.



THE 2022 SEASON IS EXPANDING

Simsbury Meadows is preparing for a busy 2022 season filled with the live performances and events you've come to love, plus some exciting new experiences we are confident you will enjoy. Keep an eye out for upcoming fitness classes, charity concerts, comedy nights, the Junior Woman's Club Arts and Crafts Festival, the Nutmeg Ukulele Festival (at Eno Memorial Hall), the 100 Women and 100 Men of Color Gala & Awards, Labor Day Soiree, the Fab 4 Music Festival, the UCONN Health Half Marathon, the MS Walk Simsbury, United States Coast Guard Band Concerts, and the return of Simsbury Meadows' own Rocktober.



Simsbury Meadows sponsors receive season-long recognition from June to October via print advertising, signage, banners, social media, on-stage recognition, our annual report, and our website. Your investment in Simsbury Meadows further solidifies our "More Than a Stage" status, improves the quality of life and economic development in Simsbury, the Farmington Valley, and beyond, and highlights 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 on YOU as a valued community partner!

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

COMEDY SERIES

MULTIPLE 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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****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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VENUE SPONSORSHIP OPPORTUNITIES

LEVEL	BENEFITS
Platinum \$20,000	<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 Comedy Series Performances• Two tables for the TMMF concert(s) of your choice (selections to be made by June 1)**pending series confirmation• 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
Gold \$10,000	<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 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
Silver \$5,000	<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 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
Bronze \$2,500	<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 parking passes for 2 valid at select events throughout the season (subject to availability)• Complimentary tickets pending availability
Supporter \$1,000	<ul style="list-style-type: none">• Recognition on venue signage and website landing page• Annual report listing• 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 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 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 Comedy Series Performances• 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• 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 Comedy Series Performances	✓		
10x10 promotional booth at Comedy Series Performances	✓		
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			✓

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