



P.O. Box 256
Andover, MA 01810

January 2024

Dear Andover Community Member:

Thank you for your interest in being a community partner.

Andona is a registered nonprofit organization run by women volunteers that have been raising money to fund youth programs in Andover, MA for over 70 years! As with all Andona fundraisers, money raised from this drive will go toward the continued support of Andover youth, schools, and programs that provide athletic, educational, cultural, and health/welfare opportunities for Andover's youth. Any donation amount is appreciated and goes **directly back** into the Andover community via Andona's fund request process, summer campership program for children of families in need, and annual scholarship program. Last year, with the help of our members, local residents, and small businesses, we were able to give back over \$50,000!!!

As part of our fundraising drive, we are offering you an opportunity to sponsor Andona's ClownTown on Friday, May 17, 2024, and Saturday, May 18, 2024 (very heavy rain date May 21, 2023).

To sign up to be a sponsor visit www.andona.org

2024 Clown Town SPONSORSHIP LEVELS

Ride Sponsor: A \$500 donation includes:

- A 35" x 20" banner with your company logo (and message if requested) displayed on one of the amazing carnival rides.
- Featured sponsor on Andona's coloring page flyer that is shared in the local community and in media announcements.
- DJ announcement of event sponsors during the Clown Town event.
- The Ride Sponsorship tier allows a flexible option to show your support of the event and Andover Youth without needing to be present on the day of the event.

Booth Sponsor: A \$500 donation includes:

- A Booth in a central location on Saturday, May 18th 2024 from 10am - 4pm. Andona will provide a table, tent, and 2 chairs. Clown Town attendees are encouraged to stop by all booths to collect a stamp to win a prize at the Andona information table.
- Featured sponsor on Andona's coloring page flyer that is shared in the local community and in media announcements.
- DJ announcement of event sponsors during the Clown Town event.

Big Top Sponsor: A **\$1,500** donation includes:

- All items noted for the Booth sponsorship level.
- Sponsorship of the Games Area which can serve as advertising space for your business.
- Promotion of your company as a Big Top Sponsor for the event.
- 5 lawn signs with your company logo around the Clown Town grounds advertising your company as a Big Top Sponsor for the event.

Grand Stand Sponsor: A **\$3,000** donation includes:

- All items noted for the Booth sponsorship level.
- Sponsorship of the main walkway of Clown Town which can serve as advertising space for your company.
- Promotion of your company as a Grand Stand Sponsor for the event.
- 10 lawn signs with your company logo around the Clown Town grounds advertising your company as a Grand Stand Sponsor for the event.

Ring Master: A **\$5,000** donation includes:

- All items noted for the Booth sponsorship level.
- Advertising space on the beautiful park Gazebo which serves as our DJ booth and is located in the center of Clown Town. This area is visible to all who attend the carnival.
- Ample room for signage and balloons and you may have staff circulate around the Gazebo area to hand out flyers and business cards.
- 15 lawn signs with your company logo around the Clown Town grounds advertising your company as a Grand Stand Sponsor for the event.
- There will be only one Ring Master Sponsor named for Clown Town.

Clown Town is Andona's biggest fundraiser of the year and is one of Andover's best attended annual events, often drawing thousands of local residents. In order to be eligible for Clown Town sponsorship (**Booth, Big Top, Grand Stand or Ring Master**), payments must be received by **Friday, May 3, 2024**.

If you have any questions about making a donation or ClownTown sponsorship, please feel free to contact us at waysandmeans@andona.org.

Thank you for your consideration.

Renee Poor, Andona Fundraising Chair
978-807-8227

Andona
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CLOWN TOWN