

P.O. Box 256

Andover, MA 01810

January 2020

Dear Community Member:

Thank you so much for your interest.

Andona is a registered nonprofit organization run by women volunteers that has been raising money to fund youth programs in Andover, MA for over 60 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 raise and give back over $50,000!!!

Please visit our website at [www.Andona.org](http://www.andona.org/) and click on “Donate” for a list of businesses that have made a donation in the recent past.  You will also see our “Featured Donors” advertising space.

**As part of our fundraising drive we are offering you an opportunity to sponsor Andona’s 64th ClownTown on** Friday, May 15 and Saturday, May 16, 2020 **(very heavy rain date May 19th).**

\*We will be organizing a scavenger hunt for children involving all of the ClownTown booths to ensure plenty of foot traffic to all of our generous sponsors!  We really couldn’t do this without you!\*

**Andona’s ClownTown Sponsorship Levels:**

 **Ring Master:**  For a $2,500 donation Andona is offering advertising space on the beautiful park Gazebo which serves as our DJ booth and is located in the center of ClownTown.  This area is visible to all who attend the carnival.  There is ample room for signage and balloons and you may have staff circulate around the Gazebo area to hand out flyers and business cards.  You will also have your business name on all written publicity materials that Andona uses to promote ClownTown.  There will be only one Ring Master Sponsor.

**Big Top Sponsor:**  For a $1,500 donation you may sponsor an entire section of the ClownTown field.  Our Games area, Ticket Booths or main walkway into ClownTown are examples of areas which can serve as advertising space for your business.  Signage, balloons and hand-outs are examples of what can be placed in these areas.  In addition to items noted for booth sponsorship, you will also have your business name on all written publicity materials that Andona uses to promote ClownTown.  There will be a maximum of one Big Top Sponsor for each field area (e.g., Games, Ticket Booths, and Walkway).

**Booth Sponsor:**For a $500 donation you may sponsor an Andona booth with signage to advertise your business. This booth is offered only for Saturday from 10-4. Andona will provide a table, tent and two chairs in a central location for you to pass information out to our attendees, plus have your business name featured as a sponsor by our DJ on Friday and Saturday.  Your business will also be featured as a sponsor on our coloring page which goes out to local school children approximately one week prior to ClownTown.  We will be limiting the number of Booth Sponsors on the field.  Availability will be on a first come, first served basis.

***Sponsor a ride ( New this year)***: For a $500 donation Andona offers opportunity for those who have limited staff to occupied a booth. This option provides a company poster or a sign designated to a particular ride to represent your business.

As you are likely aware, ClownTown 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 ClownTown sponsorship (Booth, Big Top, or Ring Master), payments must be received by **April 26th, 2020**.

Donations in any amount are also welcome and appreciated.  Please complete and return the enclosed “Cash Donation Response Form” along with your payment made payable to **“The Andona Society”, P.O. Box 256, Andover, MA, 01810**.  Your sponsorship of Andona may qualify as a tax deductible donation.  **Andona is a registered 501c(3) nonprofit and our Tax ID number is 04-619-2700.**

If you have any questions about making a donation or ClownTown sponsorship, please feel free to contact me

at waysandmeans@andona.org.

Thank you for your consideration.

Tracey Gauthier-Peters, Ways and Means Co-Chair

Hema Patel, Ways and Means Co-Chair

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**Cash Donation Response Form**

I have enclosed my check for $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ made payable to “The Andona Society.”

Name and website to appear on the “Donor Support” page as: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_ I am interested in being a RING MASTER SPONSOR and have enclosed a check for $2,500\*

\_\_\_\_ I am interested in being a BIG TOP SPONSOR and have enclosed a check for $1500\*

\_\_\_\_ I am interested in being a BOOTH SPONSOR and have enclosed a check for $500\*

—— I am interested in being a Ride Sponsor and have enclosed a check for $500\*(New this Year)

\_\_\_\_ I would like to make a donation to Andona in the amount of \_\_\_\_\_\_\_\_\_\_.

\*Upon receipt of your payment and this response form, we will contact you to confirm receipt and go over details.  Please note that all payments must be received by **Friday, April 27th** to be eligible for ClownTown sponsorships.

