

# MARKET YOUR BUSINESS

with Glastonbury Newcomers' & Neighbors' Club



## WE ARE COMMUNITY FOCUSED

**Connecting and Engaging the Residents of Glastonbury Since 1976**

Glastonbury Newcomers' & Neighbors' Club is a charitable, social organization whose purpose is to welcome new residents, provide an environment where residents can foster lasting relationships, provide social activities and promote community involvement.

Our members are new residents and long standing Glastonbury families, new parents and empty nesters, retirees and working couples.

## EVENT SPONSOR ~ \$100/EVENT

We have two community event sponsor opportunities: Socktober and Community Easter Egg Hunt. A business may do one or can do both events.

### BENEFITS

All benefits are specific for the event you sponsor (Socktober and/or Community Easter Egg Hunt).

- Listed as a Sponsor on Club Facebook public and private "member only" page; post will be pinned to the top of both pages for a minimum of four weeks before and after event
- Sponsors will be listed on Club website's event page
- Sponsor will be included in all event marketing information.
- Sponsor logo will be included in an 18" x 24" poster at each public event
- Opportunity to share all the event posts to your social media pages and email your customer base highlighting your community involvement as a sponsor
- For Community Easter Egg Hunt, opportunity for sponsor to host a table representing their business during the Easter Egg Hunt. The Hunt has a captive audience of 150 children and their families.
- For Socktober sponsors, an exclusive post on social media which can include a 30-60 second video or photo your business submits stating your sponsorship of Socktober. Only one exclusive business post will be posted per week. There are only four Socktober event sponsors.



# CHARITABLE ACTIVITIES



## SOCKTOBER

Socks + October = "Socktober" is a month-long sock drive to help homeless men, women, and children during the month of October. Since inception, over 14,300 pairs of socks have been collected and taken to two area homeless shelters, McKenny Shelter for men and East Hartford Community Shelter for families. Socks are the least donated item to homeless shelters and are so important considering our cold East Coast winters. This project is a wonderful way to engage children to help families in need.

## COMMUNITY EASTER EGG HUNT

This year marks our 10th annual Easter Egg Hunt that the Club hosts for the Glastonbury community. As part of the Club's community enrichment focus, this free community event was created to give back to the families of Glastonbury. Limited to 125 children, this event has a wait list every year. Club volunteers create special eggs and activities for each age group to make the Hunt personal, challenging and fun.

"A mom came up to me and thanked me, profusely, for the egg hunt and how much she and her family enjoyed it. She has a daughter with special needs and said there are a lot of events that are not special needs friendly. She said her daughter loved the egg hunt and still hides the plastic eggs around their house pretending to find them. She was so appreciative to the Club for putting this on and can't wait for next year's." - Volunteer



## COMMUNITY IMPACT

Each year the Club supports town social services and local organizations, with volunteers and donations including:

- Connecticut Renewal Team (CRT)
- ABC House (A Better Chance)
- SOS Connecticut INC (Support Our Soldiers)
- Riverfront Park bench
- Holiday Gift Program: Glastonbury Social Services
- Supporting Local Families: Langerhans Cell Histiocytosis
- Association, Hudson's service dog, International Perthes
- Disease Group Study, Officer Mike Bachand's family