

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.

Connecticut River Valley Chamber of Commerce member

ANNUAL SPONSOR ~ \$250

An annual sponsor, limited to four, will receive the following exposure during our fiscal year

BENEFITS

- Printed and recognized on the Club's rack card used for marketing
- Highlighted individually as Club Annual Sponsor on Club Facebook public (reach over 2,000) and private "member only" page (month can be selected) and as a group periodically throughout the year
- Pinned to the top of the private "member only" Facebook page for a minimum of two weeks
- Listed on Club website's home page
- Incorporated in email signature (footer) on all Club email correspondence to members (i.e., weekly upcoming event reminder) and non-members (i.e., special events)
- Inclusion of marketing material in GNN canvas bags given to new Club members (limited to two pieces)
- Included in each monthly Club newsletters provided to over 70 households; located on the 2nd page of Newsletter; ten newsletters during the year
- Included in all marketing information for the Club's Annual Community Easter Egg Hunt and other large events
- Listed in description for Club events posted on the Club Facebook public page



CHARITABLE ACTIVITIES



SOCKTOBER

Socks + October = "Socktober" is a month-long sock drive to help homeless men, women, and children during the month of October. Last year over 1,300 pairs of socks were collected and taken to two area homeless shelters, McKenny Shelter for men and East Hartford Community Shelter for families. This year we hope to double that number! 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.

ANNUAL COMMUNITY EASTER EGG HUNT

This year marks our 5th 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 100 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.

"I just wanted to share this...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." - **Board Member Lindsay J.**



COMMUNITY IMPACT

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

- ABC House (A Better Chance)
- Glastonbury Family YMCA
- 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