

Nutcracker Festival 2017

Your support is needed for community sponsorship!

December 15th & 16th, with the support of Christ & Holy Trinity Church and the Downtown Merchants Association, Connecticut Theater Dance will be hosting a two-day Nutcracker Festival featuring family events: Nutcracker Tea Parties, complimentary sidewalk hot chocolate, family-fun Nutcracker Scavenger hunt, horse & carriage rides, a visit from Santa & the Sugar Plum Fairy, free community entertainment, and valet parking.

Our vision is to create a warm, inspiring and welcoming traditional holiday scene in Downtown Westport. "Snow Village," in the courtyard outside of Christ & Holy Trinity Church will have a free hot chocolate stand, Santa arriving by fire truck, Victorian carolers singing throughout the downtown streets, and Frosty greeting young children. Mrs. Claus is hosting three-course tea parties in Branson Hall, visits with Santa & Sugar Plum Fairy in the library, and holiday shopping in the SnowFlake Boutique. The beautiful Seabury Center stage provides a perfect theater for child-friendly "Land of the Sweets" Nutcracker Performances and free community entertainment including an interactive Nutcracker Storybook reading, local singing groups, and a sing-a-long. The Nutcracker Festival will be a memorable and special experience for families, shoppers and the community!



This Westport community holiday experience needs your support! There are several sponsorship levels with accompanying benefits. For your convenience, we created options to ensure everyone can participate in this very special, local community event.

Two Day, Downtown Westport Community Event - Preliminary Agenda

Friday, December 15th

- Nutcracker Scavenger Hunt in Downtown Westport
- Nutcracker Gala Tea w/ Champagne Toast & Special performances by professional dancers from New England Ballet Company.
- Special appearances & photo opportunities with holiday characters: Santa, Nutcracker & Sugar Plum

Saturday, December 16th

- Nutcracker Scavenger Hunt in Downtown Westport
- Santa arrives on a Firetruck
- Snowflake Boutique: vendors located in Branson Hall with unique holiday gift items
- Nutcracker Tea Party & Land of the Sweets Performances
- Sidewalk Hot Chocolate Stand
- Special appearances & photo opportunities with Nutcracker, Sugar Plum Fairy, Frosty & Santa
- Community entertainment in the Seabury Center: choral, instruments, drama, dance
- Victorian carolers performing in the Snow Village and throughout Downtown Westport

We need your support to make this community event a success. This is more than a sponsorship - this is an investment in our community. Our sponsorship packages market your business to the local community and event guests. We look forward to your generous support during this season of giving.

Cheers!

Michelle Sperry

Director, ENCORE Youth Company

Sponsorships Available

Platinum Sweets Sponsor: \$2000.00

3 industry exclusive spots available

- Signage promoting the general event: name/logo displayed as Lead Sponsor
- Media and promotional material: name/logo listed as Lead Sponsor
- Nutcracker Festival Website: name/logo as Lead Sponsor
- Facebook & Instagram post: name/logo as Lead Sponsor
- 5000 printed invitations: name/logo as Lead Sponsor
- Lead Sponsor special recognition on signage at the tea parties & SnowFlake Boutique
- Tickets at Mrs. Claus' tea-table! 1 adult & 1 youth ticket to your choice of tea parties:
Fri, Dec 16, 6:00pm (\$150 value), Sat, Dec 16 11am (\$90 value) or 2 pm (\$90 value)
- Complimentary photo with Santa, Sugar Plum Fairy & Nutcracker on Sat, Dec 16, 12-2:00pm
- Sponsor Table to distribute your company promotional materials in the SnowFlake Boutique
- Sponsorship of the Gala & Free Community Entertainment for all of Downtown Westport to enjoy

Gold SugarPlum Sponsor: \$1500.00

6 spots available

- Signage promoting the general event: name/logo displayed
- Media and promotional material: name/logo listed
- Nutcracker Festival Website: name/logo
- Facebook & Instagram post: name/logo
- 5000 printed invitations: name/logo
- Sponsorship of Frosty meet & greet and hot cocoa beverage stand for all of Downtown Westport to enjoy

Silver SnowFlake Sponsor: \$500.00

17 spots available

- Day-of signage: Name/logo displayed
- Nutcracker Festival Website: name/logo
- Thank-you announcement from Mrs. Claus at tea parties
- 1000 printed invitations: name/logo
- Sponsorship of tea party table centerpieces with your name/logo displayed

Bronze BonBon Sponsor: \$200

24 spots available

- Nutcracker Festival Website: name/logo/contact information

Please direct all inquiries to: Michelle Sperry, producerCTD@gmail.com, 203-246-8496

Logos should be e-mailed in full resolution to: EncoreYouthCompany@gmail.com

The above described are the opportunities available for sponsors to donate to the Nutcracker Festival. As a condition to participating in the Nutcracker Festival, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all claims for damages resulting from the cancellation of the event for any reason whatsoever. As a further condition of participation, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all liabilities for any injury or loss resulting from cause incurred during the event.

Sponsorship Commitment & Invoice

Please PRINT the following exactly as you wish it to appear in media materials.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-Mail: _____

Website: _____ Facebook: _____ Instagram: _____

Contact: _____

Sponsor Signature _____ Date _____

Please select your level of sponsorship:

_____ **Platinum Sweets Sponsor: \$2000.00**

3 industry exclusive spots available

- Signage promoting the general event: name/logo displayed as Lead Sponsor
- Media and promotional material: name/logo listed as Lead Sponsor
- Nutcracker Festival Website: name/logo as Lead Sponsor
- Facebook & Instagram post: name/logo as Lead Sponsor
- 5000 Invitations: name/logo as Lead Sponsor
- Lead Sponsor special recognition on signage at tea parties & SnowFlake Boutique
- Tickets at Mrs. Claus's tea-table! 1 adult & 1 youth tickets to your choice of tea parties: Fri, Dec 16, 6:00pm (\$150 value), Sat, Dec 16 11am (\$90 value) or 2 pm (\$90 value)
- Sponsorship of the Gala & Free Community Entertainment for all of Downtown Westport to enjoy
- Complimentary photo with Santa, Sugar Plum Fairy and Nutcracker on Saturday Dec 16, 12-2:00pm
- Opportunity to distribute company material at Sponsor Table in SnowFlake Boutique

_____ **Gold SugarPlum Sponsor: \$1500.00**

6 spots available

- Signage promoting the general event: name/logo displayed
- Media and promotional material: name/logo listed
- Nutcracker Festival Website: name/logo
- Facebook & Instagram post: name/logo
- 5000 Invitations: name/logo
- Sponsorship of Frosty meet & greet and hot cocoa beverage stand for all of Downtown Westport to enjoy

_____ **Silver SnowFlake Sponsor: \$500.00**

17 spots available

- Day-of signage: Name/logo displayed
- Nutcracker Festival Website: name/logo
- Thank-you announcement from Mrs. Claus at tea parties
- 1000 Invitations: name/logo
- Sponsorship of tea party table centerpieces with your name/logo displayed

_____ **Bronze BonBon Sponsor: \$200**

24 spots available

- Nutcracker Festival Website: name/logo

Payment Enclosed \$ _____ Date _____

Payable to: ENCORE Youth Company, 15 Ketchum Street, Westport, CT 06880
Tax deductible, 501(c)(3) organization

Please direct all inquiries to: Michelle Sperry, producerCTD@gmail.com, 203-246-8496

Logos should be e-mailed in full resolution to: EncoreYouthCompany@gmail.com

The above described are the opportunities available for sponsors to donate to the Nutcracker Festival. As a condition to participating in the Nutcracker Festival, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all claims for damages resulting from the cancellation of the event for any reason whatsoever. As a further condition of participation, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all liabilities for any injury or loss resulting from cause incurred during the event.