



NORWICH EVENTS ORGANIZATION
SPONSORSHIP

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First Fridays

The First Friday of the month brings art, creativity and vibrancy together in Downtown Norwich. Come take a stroll through Downtown on First Fridays and enjoy the variety of businesses and creativity alike through music, food, art and fun! For 2024 Norwich Events has taken over the marketing and organization of these events. Every dollar helps to promote small local artists and community events.

Downtown After Dark

Rose Arts: Downtown After Dark was started several years ago by the Rose Arts Committee in an effort to tie Downtown Norwich restaurants, bars, and galleries to the Rose Arts Festival. It occurred Saturday after the Rose Arts Festival on the Green to encourage those same individuals to attend the Downtown event as well. Last year, Norwich Events Organization assumed responsibility for this event as the Rose Arts Festival came under new management. We moved the event to Friday night in an effort to make the weekend a full weekend of events. Musicians were brought to Downtown establishments to play original music and partnering with the galleries to display local art.

Winterfest Light Parade

Norwich's Winterfest Light Parade celebrates winter and the coming holidays. We removed the yearly theme for the parade to allow for participating groups to purchase additional lights yearly, but have a theme for the window decorating contest. This event was run by a committee of dedicated City volunteers until 2017 when Norwich Events Organization was asked to take over management due to lack of volunteers. This year's Winterfest Light Parade will be on December 7th.

St. Patrick's Parade & Festival

In 2014 a group of people who believed in Norwich came together as a committee to create the Norwich St. Patrick's Parade. We felt that Norwich had a strong Irish history that needed to be celebrated, and bringing events to Downtown Norwich would help build economic prosperity to the businesses there. We asked owners from businesses to sit on the committee as well as the fire and police departments to assign someone to us. Our first year was very successful bringing 3,000-4,000 people to downtown Norwich to enjoy a parade and street festival and spend time at businesses that were open. Now the Saint Patrick's Parade and Festival is held the first Sunday of March every year and brings thousands of people into the Downtown to patronize businesses and see what a vibrant place Downtown Norwich is. This year's event will be our 10th year and we will be celebrating big on March 3rd.

Harbor Fireworks

Norwich is the home to important historical figures that played a direct role in the Revolutionary War. These include Christopher Leffingwell – a wealthy purveyor of provisions for the Continental Army; Samuel Huntington – signer of the Declaration of Independence, President of the U. S. under the Articles of Confederation and Governor of Connecticut; and perhaps most notably, Benedict Arnold, one of this country's most infamous and internationally recognized traitors, who was a talented commander and was Washington's trusted General in the Continental Army until 1779. In 2017 Norwich Events Organization was asked to take over production of the event. Now, every July we celebrate this history and our freedom with a fireworks celebration in the harbor. We host an event at Howard T. Brown Memorial Park with around 6,000 people and others from around the City providing a show for well over 10,000. This year's fireworks will be July 5th with a July 8th rain date.

Pub Crawls

Norwich Events Organization organizes 4 Pub Crawls that we do not include in our sponsorship package. These events bring vibrancy and fun to the Downtown restaurants and bars. We work with the Norwich Police Department to provide fun events for all. This year we will be hosting Red, White & Brews, Roaring 20s, Halloween and SantaCon Pub Crawls. (May, August, October & December)

| Sponsor Benefits | \$250 | \$500 | \$1,000 | \$2,500 | \$5,000 | \$10,000 |
|---|--------------|--------------|----------------|----------------|----------------|-----------------|
| Social Media Promotion | | | | | | |
| Email Blasts | | | | | | |
| Website Name | | | | | | |
| Event Flier | | | | | | |
| Logo on T-Shirt | | | | | | |
| Press Release | | | | | | |
| Table/Tent at Event | | | | | | |
| Logo on Banners | | | | | | |
| Video Interview | | | | | | |
| Website Ad | | | | | | |
| Signage at Event | | | | | | |
| Podium Announcement | | | | | | |
| Reserved Space at Events | | | | | | |
| Speak at Service Awards | | | | | | |
| Space in a Warm Location at Parades & Food Ticket | | | | | | |
| Name on One Event "Brought to You By" | | | | | | |
| Ron Aliano Service Award Tickets | | 2 | 4 | 4 | 8 | 8 |

| Sponsor Benefits | \$100 | \$250 | \$500 | \$1000 |
|---------------------------------------|-------|-------|-------|--------|
| Social Media Promotion | | | | |
| Logo on First Friday Web Page | | | | |
| Signage at Events | | | | |
| Ad in First Friday Emails | | | | |
| Table at all First Friday Events 2023 | | | | |

Downtown After Dark

| Sponsor Benefits | \$100 | \$250 | \$500 | \$1000 |
|-------------------------------|-------|-------|-------|--------|
| Name/Logo on Website | | | | |
| Social Media Promotion | | | | |
| Promo at Participating Venues | | | | |
| Logo on T-Shirts | | | | |
| Table/Tent Space Downtown | | | | |

Norwich Events Organization is a nonprofit, 501(c)3 all-volunteer committee. These events are funded 100% by tax-deductible donations. Each year it takes about \$60,000 to produce our 3 major events, both parades and the fireworks, and this year we are taking on organizing Downtown after Dark and First Fridays.

We have no paid staff, so 100% of the funds we raise through events and sponsorships go towards producing and advertising these events. Investing in Norwich Events Organization is investing in the vibrancy and growth of Downtown Norwich.

If you would rather sponsor something specific, let us know if you would be interested in one of the items below:

- Saint Patrick's Music Sponsor - \$5,000
- Fireworks Music Sponsor - \$1,000
- Winterfest Photo Sponsor - \$1000
 - Or can be split between two \$500 sponsors