



Mum Festival

Produced by The Bristol Exchange Club

Friday, September 24 from 5:30 pm to 8:30 pm
Saturday, September 25 from 12 pm to 8 pm
Sunday September 26 from 12 pm to 5 pm (Mum Parade kicks-off at 1:30 pm)
Lower North Main Street, Bristol, CT 06010

The Bristol Mum Festival – Celebrating 59 Years of Community, Family Fun and Entertainment

Our Story

Well, it's that time of the year again and The Bristol Mum Festival Committee is reaching out to ask for your support and help in raising money to put on our celebrated Annual Mum Festival.

You may or may not know that four years ago, this time-honored tradition of close to 60 years, almost came to an abrupt end when the Festival committee at the time decided to step away. One reason was a lack of volunteers, and the other was financing.

Not wanting to see such a time-honored tradition end, The Exchange Club of Bristol CT (a 501c3 community volunteer organization) was approached by the City to consider saving the Festival. As part of the overall Festival, The Exchange Club had successfully produced and directed the Mum Parade for over 50 years for the City, so we were asked to consider taking on the production of the entire Mum Festival. The City had fully funded the Mum Parade over the years, which allowed the Exchange Club to do their part in directing it. As you can well imagine, producing and directing the parade was a huge endeavor in and of itself. So, taking on the entire Mum Festival would be no small task. The Exchange Club proposed this to their Board of Directors, and they agreed under the condition that the City also take on a main sponsorship role.

The City, through the Board of Finance and total support of the Mayor's Office and the City Council, agreed to contribute to the operational costs of their Marquee Event, the Mum Festival with the understanding that the Bristol Exchange Club would raise the additional funds necessary. And so, the Festival was saved through a combination of City support, community volunteer members of a newly formed Mum Festival committee under the auspices of the Board of Directors of the Exchange Club of Bristol and the much-needed community support from organizations like yours!

The results have been clear... Bristol has a rejuvenated marquee community-focused event that we can all be proud of!

Your Help Is Needed

With a lot of hard work, The Mum Festival has been restored to its glory days, of three full weekends. The "Mum Season of Events" includes community focused activities and entertainment, an amazing carnival weekend complete with Fireworks and of course the famous Mum Festival parade and is enjoyed by over 25,000 people from Bristol and beyond. There is truly something for everyone.

Moreover, the Festival not only provides for a wonderful quality of life for our City, we are very proud to say, that 95% of the costs of the Festival are spent at local businesses and supporting local organizations.

That is where you come in!

To continue producing this awesome event, we need your help as we set out to raise the additional funds needed to produce the Festival. We are extremely grateful for the grant that the City provides, however it only covers a portion of our total expenses.

We have heard from so many local businesses that have benefited greatly from the Festival overall. With this in mind, we are now asking for your financial or "Gifts-In-Kind support as we launch the 2021 Mum Festival!

Please see the attached Sponsorship Form, and link to our *Circle of Friends* contributors as well.

Thank you for your support of Bristol's community focused marquee event!



All sponsorships will be tax deductible via 501(c) 3 non profit event partner The Bristol Exchange

Club If you are interested in sponsoring or would like more info please contact:

Jason Fields Email: JF895997@gmail.com Phone: 860.707.6286 Other: PDF, JPG, etc.

Sponsor - A Fall event like no other...



Presenting Sponsor (1)

\$10,000

- Exclusive Diamond Sponsor: "The 2019 Mum Festival... presented by Your Company!"
- Large 2.5 x 6 foot logo banner in marquee main stage area as well as at seating tent
- Four banners featured at primary festival entry and exit points as well as on fencing
- Full page color ad on inside cover or back cover of Mum Festival Gala event program
- Logo prominently displayed on all volunteer t-shirts
- Emcee promo mentions as presenting sponsor, plus opportunity to kick off and close show
- Logo featured on flyers & media materials by event logo
- Logo featured on website & title sponsor on Facebook, social media event pages & posts
- Premier booth location of choice



Main Stage & Kids Zone (2)

\$5,000

- Sponsors of Thursday and Friday, plus Saturday and Sunday's all-day main stage festivities
- Three banners prominently featured on festival fencing
- Full page ad in Mum Festival Gala event program
- Logo displayed on all volunteer t-shirts
- Continuous emcee promo mentions
- Logo featured on event fliers & media ads
- Logo on website & listed on Facebook event page
- Premier booth location of choice



Platinum Sponsor

\$2,000

- Two banners prominently featured on festival fencing
- 1/2 page ad in Mum festival Gala event program
- Company name displayed on all volunteer t-shirts
- 8 emcee promo mentions
- Logo on website & listed on Facebook event page
- Premier booth location



Gold Sponsor

\$1000

- One banner featured on festival fencing
- 1/2 page ad in Mum Festival Gala event program
- Company name displayed on all volunteer t-shirts
- 6 Emcee promo mentions
- Logo on website & listed on Facebook event page



Silver Sponsor

\$500

- One banner featured on festival fencing
- 1/3 page ad in Mum Festival Gala event program
- Logo on website & listed on Facebook event page



Bronze Sponsor

\$250

- One banner featured on festival fencing
- Sponsor listed on website & Facebook event page
- Sponsor name in Mum Festival Gala event programs

Make the Festival... incredible!

I have selected the following Sponsorship level:

- Presenting Sponsor** **\$10,000.00**
- Main Stage & Kids Zone Sponsor** **\$ 5,000.00**
- Platinum Sponsor** **\$ 2,000.00**
- Gold Sponsor** **\$ 1,000.00**
- Silver Sponsor** **\$ 500.00**
- Bronze Sponsor** **\$ 250.00**
- Mum Festival Booster** **\$ 50.00 - \$249.00**
- Mum Festival Friend** **\$ 10.00 - \$49.00**

Payment:

Check enclosed in the amount of: \$ _____

Please make checks payable to our 501(c)3 non profit event partner "The Exchange Club of Bristol CT, Inc.". Sponsorships will be tax exempt. Proceeds will go directly toward all current and future event costs. In the event of any surplus funds, they will go to benefit non profit partners and their community initiatives.

Contact Person/Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Please mail this form with attached check no later than August 1, 2021 to the following address: Bristol Mum Festival, P.O. Box 4122, Bristol CT 06010-4122 Attention: Jason Fields

For more info please call 860-707-6286

Mum Festival Gala Program Ad Sizes

FULL PAGE

8.5" H x 5.5" W

Please submit "Print ready" art under the following formats in high resolution to ensure maximum printing quality: JPG, PNG, EPS, PDF.

Please be sure to stay within the specified height and width parameters.

HALF PAGE

4.25" H x 5.5" W

THIRD PAGE

2.83" H x 5.5" W

PROGRAM SIZE: 8.5" H x 5.5" W

****All Advertisements & Artwork due by August 1, 2021****