



Clinton Olde Home Day, Clinton Town Hall, 242 Church Street, Clinton, MA 01510

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January 2017

### REQUEST FOR COMMUNITY DONATION / SPONSORSHIP

Organization name: Clinton's Olde Home Day - 501(c) 3, #046-001-118  
Project name: 18<sup>th</sup> Annual Clinton Olde Home Day  
Dates: September 8 & 9, 2017 (Friday and Saturday)  
Address: Clinton Town Hall, 242 Church Street, Clinton, MA 01510  
Estimated Past Audience: 6,000 to 8,000  
Contact: Donna Merriman, [oldehomeday@gmail.com](mailto:oldehomeday@gmail.com); 508-868-8305

**Advertising Deadline August 15, 2017**

If you've been an Olde Home Day sponsor in the past—or if you've simply attended this family-friendly event in the heart of Clinton—you know how much the community anticipates and enjoys this two-day event. Last year, more than 6,000 people enjoyed great food, local crafts, amusements and activities, and unique entertainment, thanks to the generous efforts of sponsors, vendors, and countless volunteers.

Olde Home Day showcases the diversity of Clinton and features town organizations, churches, civic groups, schools, and many businesses and groups from neighboring communities. It has been a regional favorite since it began in 2000 and while similar local events charge admission, Clinton's OHD wants to remain open to guests with no general admission charge.

To do that, **WE NEED YOU**. We rely on the support of sponsors and vendors and ask you to consider making OHD part of your community outreach and marketing plans. It's a unique opportunity for exposure for your organization: Over the years, our vendors and sponsoring organizations have raised more than \$150,000 through sales and donations at the event.

OHD continues to attract crowds by keeping things exciting, mixing old favorites and new attractions. Highlights for 2017 will include:

- The new **Beer, Wine & Cheesemonger Festival** builds upon the popularity of our prior wine tastings, with area breweries, wineries, and cheesemongers showcasing their products and teaching tasters the finer points of their craft.
- The **Second Annual Pop-Up Art Show**, featuring talented local artists working in various media. More than 30 artists participated in the inaugural event.
- **Arcade on Wheels**, a favorite with teens and video game lovers, will be back Friday and Saturday.
- The **movie in the park** keeps families engaged all evening Friday.
- The popular **food court and beer tent** attract diners all evening Friday and all day Saturday
- **Entertainment** includes puppets, local dance and performance groups, the Clinton school band, a kick off by members of the VFW Local 523, and more.

Please mark September 8 and 9 on your calendar and plan to participate in another memorable Clinton Olde Home Day! See the sponsorship details attached to this letter. Check updates and news on [www.oldehomeday.com](http://www.oldehomeday.com), and our Facebook page, [www.facebook.com/OldeHomeDay](http://www.facebook.com/OldeHomeDay). If you have questions, please contact the committee at [oldehomeday@gmail.com](mailto:oldehomeday@gmail.com).

Sincerely,

OHD Committee



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## Levels of Support

### ***Diamond Movie Package – Contribution of \$1,200+***

- Package includes everything listed in Platinum package (below) plus exclusive rights to sell popcorn and glow sticks, along with a 10x10 food booth for both Friday & Saturday.
- Display of your banner in the Fallon Auditorium during OHD weekend.
- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$25.00 worth of amusements tickets.
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### ***Platinum – Contribution of \$1,000 - \$1,199***

- Display of your banner in the Fallon Auditorium during OHD weekend.
- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$25.00 worth of amusements tickets.

### ***Gold - Contribution of \$500+***

- Listing in all print advertisements and on monthly e-blast and website.
- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$20.00 worth of amusements tickets.

### ***Silver - Contribution of \$300+***

- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$15.00 worth of amusements tickets.

### ***Bronze – Contribution of \$100+***

- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.
- Vendor spot in Central Park for Saturday festivities.
- \$10.00 worth of amusements tickets.

### ***Friends of Clinton Olde Home Day – Contribution of \$25+***

- Acknowledgement on main sign displayed on Town Hall steps during the event.
- Listing in all print advertisements and on monthly e-blast and website.
- Inclusion in OHD's "Thank You" advertisement in the ***Clinton Item***, with a circulation of 15,000.



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## Sponsorship/Donation Form

Name

Business / Organization / Church

Address

City / State / Zip

Telephone

Email

## Donation / Sponsorship

Donation:	Amount	Your Donation
New <b>DIAMOND</b> Movie Package	\$1200+	
Platinum	\$1000 - \$1199	
Gold	\$500+	
Silver	\$300+	
Bronze	\$100+	
Friends of Clinton OHD	\$25 - \$99	
Activity Sponsorship	Estimated Amount	Your Sponsorship
Inflatables / Amusements / Entertainment	\$6,700	
Dining Tents / Staging / Chairs / Tables	\$2,800	
Special Activities	\$2,000	
Police / Fire / Electrical	\$1,500	
Music (Friday & Saturday)	\$1,000	
Advertising	\$1,100	
Beer, Wine, & Cheesemonger Festival	\$600	
Train	\$500	<i>Taken—not available</i>

**Please make check payable to** Town of Clinton Olde Home Day and mail to Olde Home Day Committee, Clinton Town Hall, 242 Church Street, Clinton, MA 01510

**Questions:** Call Donna Merriman, 508-868-8305 or email [oldehomeday@gmail.com](mailto:oldehomeday@gmail.com)

**Website:** [www.oldehomeday.com](http://www.oldehomeday.com)