



Town of Simsbury

933 HOPMEADOW STREET

P.O. BOX 495

SIMSBURY, CONNECTICUT 06070

Thomas F. Cooke - Director of Administrative Services

BOARD OF SELECTMEN MEETING AGENDA SUBMISSION FORM

1. **Date of submission:** March 5, 2013
2. **Date of Board Meeting:** March 11, 2013
3. **Individual or Entity making the submission:**
Gerard G. Toner, Director of Culture, Parks and Recreation
4. **Action requested of the Board of Selectmen (Acceptance of gift, creation of reserve, approval of contract, information only, etc. Be as specific as possible with respect to the desired action of the Board.):**
The Individual or Entity making the submission requests that the Board of Selectmen:

Accept donations to Simsbury Celebrates for \$2,000 each from Ensign Bickford Industries, Big Y, and Le Bel Espirit Spa.

5. **Individual(s) responsible for submission (Please include complete contact information. The identified individual(s) should be prepared to present information to the Board of Selectmen at the Board Meeting.):**

Gerard G. Toner, Director of Culture, Parks and Recreation
860-408-4682
gtoner@simsbury-ct.gov

6. **Summary of Submission** (Include in your summary (i) relevant dates and timelines; (ii) parties involved; (iii) a description of financial terms and conditions specifically identifying the financial exposure/commitment of the Town of Simsbury; (iv) whether or not contracts, licenses and other legal documents have been reviewed by the Town's counsel; and (v) other information that will inform the Board of Selectmen's consideration of your submission. Include any additional information in an attached memorandum.):

In response to the solicitation for sponsors for the 2013 Simsbury Celebrates event, these businesses have pledged sponsorship donations of \$2,000 each and will be recognized as presenting sponsors.

7. **Description of documents included with submission** (All documents must be in final form and signed by the appropriate party.):

The following documents are included with this submission and attached hereto:

Simsbury Celebrates Sponsorship Opportunities - 2013

Simsbury Celebrates SPONSORSHIP OPPORTUNITIES

<p>Hopmeadow Society & Presenting Sponsor</p> <p>\$2,000+</p>	<p>Primary recognition in publicity, editorial, advertising</p> <ul style="list-style-type: none"> ✓ Presenting sponsor of Simsbury Celebrates ✓ Sponsor's logo on display at library ✓ Primary recognition (logo/name) on electronic display during event ✓ Multiple advertisements in local papers, including pictures ✓ SCTV talk show support ✓ Letter to the editor recognition ✓ Program brochure prominence ✓ Prominent recognition on event website
<p>Pinchot Club</p> <p>\$1,000 - \$1,999</p>	<p>Secondary recognition in publicity, editorial, advertising</p> <ul style="list-style-type: none"> ✓ Sponsor's logo on display at library ✓ Recognition (logo/name) on electronic display during event ✓ Acknowledgement in local papers ✓ SCTV talk show mention ✓ Letter to the editor recognition ✓ Program brochure mention ✓ Recognition on event website
<p>Massaco Guild</p> <p>\$500 - \$999</p>	<ul style="list-style-type: none"> ✓ Advertisements in local papers ✓ SCTV talk show mention ✓ Letter to the editor recognition ✓ Recognition on electronic display during event ✓ Program brochure ✓ Recognition on event website
<p>Drake Hill Crew</p> <p>\$150 - \$499</p>	<ul style="list-style-type: none"> ✓ Recognition on electronic display during event ✓ Recognition in news release to local media ✓ Program brochure ✓ Recognition on event website
<p>Simsbury Celebrates Supporter</p> <p>\$51 - \$149</p>	<ul style="list-style-type: none"> ✓ Recognition on electronic display during event ✓ Recognition on event website
<p>FIREWORKS BOOSTER</p> <p>\$35 - \$50</p>	<ul style="list-style-type: none"> ✓ Recognition on electronic display during event ✓ Support for the best fireworks display in the valley!
<p>2013 Club</p> <p>\$20.13</p>	<ul style="list-style-type: none"> ✓ Recognition on flyer to be included in program ✓ Support for the best event in the valley!