

ESSEX SHAD BAKE 2019 SATURDAY JUNE 1ST

CHOOSE YOUR SPONSORSHIP

		Roe	Shad	Fisherman	Captain
Investment		\$500	\$1000	\$2,500	\$5,000
Number of Shad Bake Tickets		2	4	8	10
Complimentary clams and drinks and reserved seating		—	—	—	✓
PRE-EVENT PUBLICITY					
Web	Logo on Rotary and CRM websites with link	✓	✓	✓	✓
	Listing on SHAD Bake Video (must committ by 4/1)	—	—	✓	✓
	Sidebar ad in Museum e-blast	—	—	✓	✓
Social Media	Facebook, Instagram, & Twitter posts	✓	✓	✓	✓
Print	Listing in Publicity: Press releases	—	✓	—	—
	Listing in Publicity: Posters	—	—	✓	—
	Listing in Press release, posters & pre- newspaper ad	—	—	—	✓
	Special Photo Op with press release	—	—	✓	✓
	Logo on SHAD Bake Banner on West Avenue (must commit by 4/1)	—	—	—	✓
	Pre-event party, with CRM and Rotary Volunteers- 5/29	—	✓	✓	✓
AT THE SHAD BAKE					
Board	Listing in Sponsor Acknowledgment Board	✓	—	—	—
	Logo on Sponsor Acknowledgment Board	—	✓	✓	✓
Banner	Listing in Large format banner on Museum building	—	✓	✓	✓
	Display your Company banner at event	—	—	—	✓
Program	Listing	✓	✓	—	—
	Small (2" x 4") 4-color ad	—	—	✓	—
	Large (4" x 4") 4-color ad, First two receive back cover	—	—	—	✓
Space	Display your marketing materials on shared table at event	—	✓	—	—
	Display your marketing materials on your own table at event	—	—	✓	—
	Display your company in your 10' x 10' tent	—	—	—	✓
Verbal	Verbal acknowledgment at the event	—	—	✓	—
	Lead Recognition through live announcements at the event	—	—	—	✓
AFTER THE SHAD BAKE					
	Inclusion in Post event Ad	✓	✓	—	—
	Lead acknowledgment in Post event Ad	—	—	✓	✓

Speak to us about other accommodations/benefits
Donations are tax deductible to the extent allowed by law.

SPONSORSHIP FORM

Sponsor Name: _____

Listed Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

My check, payable to the *Rotary Club of Essex Foundation* is enclosed

Please Return this form to:

Rotary Club of Essex Foundation
 PO Box 484
 Essex, CT 06426

Sponsor Level:

Roe (\$500)
 Shad (\$1,000)
 Fisherman (\$2,500)
 Captain (\$5,000)

* Please note that each ticket reduces the tax-deductible amount by \$35. If you are not planning on using your allotted tickets, please let us know so that we can make them available to the public and provide you with a greater deductible amount.

THE PROGRAM

The Rotary Club of Essex and the Connecticut River Museum have paired up again to present the Essex Annual Shad Bake. This is the quintessential New England shoreline tradition. Yankee Magazine has called it one of the "Top 20 Summer Events."

Over 700 diners and many other spectators will attend the Shad Bake on Saturday, June 1. For shad lovers, the lure is the secret ingredients and the authentic open fire method of preparation and cooking handed down from Connecticut natives. Added to this delicacy is homemade potato salad, tossed green salad, and pie from Lyman Orchards.

During the event, there will be live music by Butter Jones, exhibits to explore at the Connecticut River Museum, and programs on the history of the shad fishery. Overlooking the majestic River, it is the perfect way to kick-off summer.

YOUR SUPPORT

As a sponsor of the Essex Annual Shad Bake, your support will help to sustain the many programs and activities provided by the Rotary Club of Essex and the Connecticut River Museum. Each year the Rotary Club of Essex gives thousands of dollars away to worthy community charities and causes. The Museum uses financial support to preserve its national landmark campus, maintain its collection, share the Connecticut River's history and nature with over 24,000 visitors of all ages, provide 800 disadvantaged children free or reduced programming, and deliver a broad array of programs and exhibits.

By being a sponsor, you not only support two worthy causes, but you help build visibility for your business through a variety of benefit options. With a broad audience, significant marketing activities in a number of media outlets, and the combined resources of two prominent organizations, sponsorship adds up. Best yet, your donation is tax deductible to the extent allowed by law.

THE PARTNER ORGANIZATIONS

The Rotary Club of Essex is the local chapter of Rotary International that is made up of service minded professionals. The club and its members are committed to improving the community, connecting with other professionals, sharing their time and experience with the young, supporting global causes, and using their skills to help others. For more information about the Rotary Club visit www.rotaryclubofessex.com.

The Connecticut River Museum is located on the Essex waterfront at 67 Main Street and is open 10 am to 5 pm, closed Mondays until after Memorial Day. The Museum, located in the historic Steamboat Dock building, offers exhibits and programs about the history and environment of the Connecticut River. For a full listing of Museum programs and events, go to www.ctrivermuseum.org.

SPONSOR INFORMATION



SATURDAY
JUNE 1ST, 2019

