



## Help Us Celebrate Southwick 250 Opportunities for Engagement

In addition to your generous financial support, a *Southwick 250* volunteer would be pleased to discuss a variety of opportunities to assist with our Celebration.

### Events

- ★ Sponsorship
- ★ In-kind – refreshments, materials, signage, etc.
- ★ Services – face-painting, culinary, etc.
- ★ Publicity
- ★ Co-marketing

### Parade

- ★ Sponsor a float
- ★ Enter a float
- ★ Sponsor a marching band
- ★ In-kind – refreshments, materials, signage, etc.
- ★ Services – face-painting, culinary, etc.

All sponsorship, financial and in-kind support will be prominently publicized in our written and digital communications. Your contribution is payable to the **Southwick Civic Fund**, a 501 (c) (3) Non-Profit organization, and thereby deductible on your income taxes.

Please **Follow** us on **Facebook** at **Celebrate Southwick 250**

Sincerely,

**Celebrate Southwick 250**

## Celebrate Southwick 250 Events (Tentative)

<b>Date</b>	<b>Event</b>	<b>Community Sponsor</b>
November 7, 2019	249 Years...	Committee
December 2019	Light Up Southwick	Southwick Civic Fund
December 7, 2019	Tree Lighting, Craft Fair and Seasonal Music	Southwick Civic Fund
December 31, 2019	First Night Southwick	Committee
January – April 2020	Southwick History Series	Southwick Historical Society
February 15, 2020	Winter Carnival	Committee
March 14, 2020	Food & Pub Crawl	Local Establishments
May 2, 2020	Step into Spring and Community Concert	Run Walk Southwick/Southwick Regional School Band
June 13, 2020	Southwick History Tour	Southwick Historical Society
July 4, 2020	Southwick/Suffield Boat Parade	Citizens Restoring Congamond
July 18, 2020	Sunny Southwick Festival & Fireworks	First Responders Appreciation/Southwick Civic Fund
August 2020	Historical Re-enactment	Southwick Historical Society
September 26, 2020	Pumpkin Festival	Committee
October 9-11, 2020	Alumni Weekend Southwick Regional School	Committee
October 11, 2020	Grand Parade	Southwick Farm Parade/Southwick Civic Fund/Committee
November 7, 2020	Taste of Southwick Gala	Participating Southwick Restaurants

# Southwick 250 Events Hosting Opportunities

## 250 Event + Your Event = Opportunity<sup>2</sup>

- ★ Free publicity for your event on our Calendar of Events, social media, web and press releases
- ★ Your Event contributes to our Southwick 250 Event – and vice versa
- ★ Added customer traffic and sales for your business
- ★ Your contribution is payable to the Southwick Civic Fund, a 501 (c) (3) Non-Profit organization, and thereby deductible on your taxes.
- ★ Requirements:
  - **Important Deadline** - By 8/1/2019 coordinate with *Celebrate Southwick 250* regarding date/time, price, number of people allowed and other pertinent details
  - Hold your event as agreed
  - Follow any stated guidelines.

## Opportunities

### 1<sup>st</sup> Night Southwick 250

**December 31, 2019**

- Family event from 4 to 8 pm
- Create your own Late Dinner Special and/or After-Event Party.

### Southwick Heritage Series

**Monthly TBA Winter/Spring 2020**

- Presentations on Southwick's rich and colorful history open to the public at our Town Hall Auditorium
- Partnering with the Southwick Historical Society
- Seeking sponsorship of invited guest speaker(s)
- Seeking refreshment host for each evening

### Winter Carnival

**Saturday, February 15, 2020**

- Daytime family events
- Design your own special and/or evening event.

### **Food & Pub Crawl**

**Saturday, March 14, 2020**

- Chartered bus(s) bringing *Crawlers* to participating venues from 3 to 8 pm
- Your participation as a hosting venue
- Feature a special appetizer, drink, brew or other culinary delight for the *Crawlers*

### **Step into Spring**

**Saturday, May 2, 2020**

- ***Run Walk Southwick*** 5K, 10K and kids run, wellness fair, and family daytime activities
- Create your own activity or special to celebrate spring, wellness, or family
- Spectacular Celebration concert by the Southwick Regional School Band will follow.

### **Congamond Boat Parade**

**Saturday, July 4, 2020**

- CRC-sponsored ***Boat Parade*** on Congamond Lakes late-afternoon and ***Light Up The Lakes*** in the evening, along with shore side fireworks
- We may partner with ***Suffield 350*** for an afternoon event on our shared lakes.
- Create your own activity/special around this.

### **Sunny Southwick 250 Festival & Fireworks**

**Saturday, July 18, 2020**

- Partnering with First Responders Appreciation group
- Civic Fund Fireworks at the MotoCross track
- Create your own activity/special around this.

### **Southwick Historical Re-enactment**

**August 2020 TBD**

- Partnering with the Southwick Historical Society
- We are seeking a re-enactor(s) group that is willing to produce this type of event
- Create your own activity/special around this.

### **Autumn Pumpkin Festival**

**Sept. 26 & 27, 2020**

- Create a “punkin pickin’ trail” map featuring farm markets that sell pumpkins, mums, fall decorations, apple pies and much more!
- Design your own activity/special around this
- Sign up to be a services or merchandise vendor for the Pumpkin Festival
- Host pumpkin-themed activities or specials.

### **Southwick Regional School Reunion Weekend & 11, 2020**

**Saturday & Sunday, October 10**

- Graduating classes invited to gather, eat, drink and reminisce
- Pre-1975, 1975-84, 1985-94, 1995-2004, 2005-20
- Seeking venues for class cohorts to gather with no-cover charge, a cash bar, food.
- Host a brunch at your venue for a flat charge or per your menu.

### **Taste of Southwick Capstone Gala**

**Saturday, November 7, 2020**

- Informal grazing-style with food stations featuring Southwick’s best from restaurants, bakeries, caterers and food trucks!
- Appetizers/Hors d'oeuvres/ Finger Foods/Desserts.
- Tentatively planned for Southwick Recreation Center with number of available tickets limited by its capacity.

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## **Southwick 250 Gala Events Sponsorships, In-kind Contributions, Discounts & Volunteers**

**Event Sponsorship** – We welcome the opportunity to discuss your financial sponsorship of an Event(s) you’re interested in supporting.

**In-kind Donations of Merchandise and Gift Certificates** – We are seeking donations of items/gift certificates as prizes and/or raffle items.

- These will be used throughout our year-long celebration

- Each time an item is used at an event, your business will be recognized as well as announced in our social media and other communications
- Items are needed by October 31, 2019, clearly labeled with donor's name and retail value so a receipt can be given.

**Day-of-event Discounts** - We will encourage our Event attendees to *“Enjoy your day in Southwick”* by patronizing participating businesses. You can:

- Offer a discount or a special promotion coordinated with our Event days
- It will be publicized in all our communications online, advertisements, etc.

**Volunteers** – Volunteers will be vital to our Event's success, especially for the Parade.

- List you and your employees' availability to assist throughout the Celebration year
- We encourage volunteers to prominently identify your business with hat, tee/sweatshirt, vest or apron.

**Street Banners** – Southwoods designed festive street banners which will be prominently displayed on light posts downtown during our year-long celebration. Banners are approximately 2 feet x 5 feet and artistically portray Southwick's history and scenic heritage. This sponsorship cost is \$250 with ample publicity linking your banner with your business. At the conclusion of the Southwick 250 celebration, you receive the banner.

## **Celebrate Southwick 250 Souvenirs**

Our celebration would not be complete without souvenirs and keepsakes!

**Treasury of Southwick History** - Our History Work Group is developing a book chock full of images from the past, most of which have not been previously published. Despite this being a monumental task, we are hoping to have completed books to sell by the time of our official kickoff. Retail price will likely be about \$35

**Commemorative Clothing** – We will be selling tee shirts and sweatshirts for both ladies and men in a variety of sizes. We will also have baseball hats with the 250 logo.

**Coffee Mugs and Beer Glasses** – We will have these popular and useful keepsakes for sale, prominently displaying the Southwick 250 logo.

**Restaurants and licensed establishments** – we invite you to participate in our “*Mug It up Program*” to promote 250 merchandise and your service.

**Opportunities to Sell** – All Southwick businesses are eligible to help sell these items. Please discuss with your Southwick 250 volunteer or contact us via Southwick250@southwickma.net

**Opportunities to Co-brand** – We will be pleased to discuss opportunities with our Southwick businesses in a win-win fashion.

*Your contribution is payable to the Southwick Civic Fund, a 501 (c) (3) Non-Profit organization, and thereby deductible on your income taxes.*

July 9, 2019