

## 2018 Simsbury Spooktacular Chili Challenge Sponsorship

Simsbury Chamber of Commerce introduced the first Simsbury Spooktacular Chili Challenge as a community event and fundraiser on October 31, 2015. The 2018 event, to be held on October 27, will be its 4<sup>th</sup> consecutive year.

The event has grown from an attendance of approximately 2,000 to over 3,000 attendees in 2017, and the expectation is that it will continue to grow in popularity year after year.

Community members and visitors from all around enjoy the Simsbury Spooktacular Chili Challenge and return each year.

The Simsbury Spooktacular Chili Challenge is popular with all ages, young and not-as-young. In addition to the event attendees, our audience includes event volunteers, event sponsors, amateur and professional chili cooks, and business vendors. Most importantly, because of our excellent and varied media relationships, our reach spans into the hundreds of thousands during active promotion of the event!

Our typical event audience consists of:

- Active adults aged 25 to 65 years
- Young families
- Professionals of middle to upper-middle income
- Individuals who enjoy supporting local events and businesses
- People who like to spend time outdoors
- Food enthusiasts
- Live music enthusiasts

We don't believe in stock packages. It is the goal of the Simsbury Chamber of Commerce to ensure that each of our sponsors is completely satisfied with their sponsorship package and that it includes benefits specific to the needs and desires of each sponsor. Assets/benefits in a sponsorship package may include:

- VIP Parking Passes
- Complimentary Event Tickets
- Invitations to the Volunteer Thank You Party
- Product or Promotional Material Placement in Volunteer Thank You Party Gift Bags
- Chili Prep and Serving Space
- Opportunity for a Company Representative to Serve as a Chili Judge
- Company Name Recognition and Link to Social Media on Social Media Sites
- Exclusive Company Promotion on Back of Printed Tickets
- Company Name Recognition on Sponsor Board at Event
- Vendor Table for Distribution of Information and Materials
- Exclusive Company Name and Logo Prominently Displayed in Chili Judging Area
- Company Name on Event Signage
- Company Name and Link to Website on Event Website
- Company Name on Event Marketing Materials
- Company Name Recognition From Event Stage
- Exclusive Prominent Name and Logo Placement on Event Posters
- Company Logo on Event Signage
- Company Logo on Event Marketing Materials
- Company Name Prominently Displayed Adjacent to Touch-A Truck Vehicle of Choice
- And so much more!