



2023 Party In Plaid Sponsorship Opportunities

Platinum Title Sponsor \$10,000

We are pleased to share this NEW and exclusive and unique opportunity in 2023. As the Title Sponsor you will receive a VIP experience. Your organization or family will join Auerfarm as VIPs for the evening and participate in the program and co-branding opportunity for this signature event.

In addition, as Title Sponsor you will be provided a 2023 Corporate Partnership providing access to additional signature events, employee volunteer and engagement opportunities and on farm retreat space. Only ONE Title sponsorship will be available for this event.

Your Event Experience

Your organization or family will join Auerfarm as VIPs for the evening and be provided the opportunity to participate in the evening's speaking program. We will provide a VIP reserved table for eight with two complimentary bottles of wine for your table.

Branding and Recognition

Your sponsorship will be announced to local media through a formal media advisory and promoted on social media, and newsletters reaching thousands of people in the Greater Hartford region.

Your company logo or family name will appear on all Party In Plaid signage, printed materials and our website.

Your table will also prominently display your logo or family name at the event. Following the event a customized press release with photos of your group will be sent to local media including the Hartford Business Journal. Your support will be acknowledged on the website.

Engagement and Enrichment

You will receive the benefits of a Community Partner including:

Admission for 12 for Fall Festival

Auerfarm Private Retreat (including meeting space for the day, experiential hands on learning, private tour and hayride)

Coordinated and instructional volunteer day for a group

Assistance with employee giving campaigns

Total Value of Benefits Received and Charitable Contribution

\$8,670 of your sponsorship will be recognized as a charitable contribution to the Auerfarm Educational Center based on the value of the goods and services provided.

Gold Sponsor \$5000

Your Experience

Gold Sponsors will be provided a reserved VIP table for eight with 2 complimentary bottles of wine for the table.

Branding and Recognition

Your company logo or family name will appear on all Party In Plaid signage, printed materials, on our website and be prominently displayed on your VIP table.

Following the event a customized press release with photos of your group will be sent to local media including the Hartford Business Journal.

Engagement and Enrichment

As a Gold Sponsor you will be provided with the opportunity to schedule hands-on experiences for you and your employees or guests to partner with Auerfarm in a meaningful way. Ideal for employee team building.

This includes:

Private farm tour and hay ride

Volunteer opportunity as a group

Assistance with employee giving campaign

Total Value of Benefits Received and Charitable Contribution

\$3,910 of your sponsorship will be recognized as a charitable contribution to the Auerfarm Educational Center based on the value of the goods and services provided.

Silver Sponsor \$1500

Your Event Experience

Silver Sponsors will be provided a reserved VIP table for eight.

Branding and Recognition

Your company logo or family name will appear on all Party In Plaid signage, printed materials, on our website and be prominently displayed on your VIP table.

Total Value of Benefits Received and Charitable Contribution

\$700 of your sponsorship will be recognized as a charitable contribution to the Auerfarm Educational Center based on the value of the goods and services provided.

Bronze Sponsor \$500

Your Event Experience

Bronze Sponsors will be provided a reserved VIP seating for four.

Branding and Recognition

Your company logo or family name will appear on all Party In Plaid signage, printed materials, on our website.

Total Value of Benefits Received and Charitable Contribution

\$100 of your sponsorship will be recognized as a charitable contribution to the Auerfarm Educational Center based on the value of the goods and services provided.