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# 2019/2020 Sponsorship Season

Sponsorship Request Package and Contract

**CraftWestport**  
PRESENTED BY THE WESTPORT YOUNG WOMAN'S LEAGUE



***Promoting community through volunteerism,  
social activities, and fundraising.***



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# Our Mission

**The Westport Young Woman's League is a non-profit philanthropic organization of women committed to building community through volunteerism, social activities and fundraising for local charities.**

Since 1956, the Westport Young Woman's League (WYWL), has been an active force in supporting and giving back to those in need.. With the support from sponsorships for annual events like CraftWestport and the Minute Man Race, we are able to continue providing grants to local organizations who seek to improve our community. Just last year alone we were able to provide \$80K in grants via sponsorships in support of our events. Since our inception, we have donated over \$4.2 million to local charities with over half that amount donated in the past decade alone

While we may be known for hosting CraftWestport and the Minute Man Race, we are driven to impact our community for the better, however we can. Be it through charitable collections, food drives, town wide events we are dedicated to engaging with organizations who seek to better our community. On the third Thursday of every month you can catch us serving dinner at The Homes with Hope Community Kitchen in the center of Westport. You may also find us spending time at the Westport Senior Center, delivering Meals on Wheels, serving lunch and hosting a number of other exciting events there.

We really love this community and bringing people together. We hope you will join us in furthering our mission.

## November 9 & 10, 2019

STAPLES HIGH SCHOOL \* 70 NORTH AVENUE \* WESTPORT, CT 06880

### SPONSORSHIP REQUEST

We would like to invite you to sponsor the Westport Young Woman's League 44<sup>th</sup> annual fine arts and craft show, CraftWestport. This annual community event takes place on Saturday & Sunday, November 9 & 10, 2019 at Staples High School in Westport. We will be hosting over 175 of America's finest artists, including a local vendors' marketplace. Our event promises to be a fun and inviting environment for the whole family, with a dedicated Kids Fun Zone area that offers activities and fun crafts for kids.

This year, WYWL CraftWestport proceeds will be distributed to charities in lower Fairfield County Connecticut that have an emphasis on education and/or are Westport-based organizations that help those in need. By helping these groups of people and these agencies, we are helping as our neighbors, our future, and our community. CraftWestport contributed significantly to WYWL's ability to donate \$80,000 in grants in 2019. Our recipients included Westport EMS (our 2019 Supergrant recipient of \$20K) and Positive Directions (our 2019 \$10K Supergrant recipient), ABC House, Mercy Learning, Caroline House, Clasp Homes, Homes with Hope, and many more. For a list of all agencies that received a grant, please go to [wywl.com](http://wywl.com).

With your financial support, we are able to host these successful fundraising events, which not only benefit groups the who desperately need our help, but the events themselves bring the community together each year. Your business and donation will be acknowledged throughout the local community in many different ways. When funding grant requests, we contact every applicant and often make site visits. We are proud of our strong agency relationships, some even dating back to our founding in 1956. But it is through your financial support of these events that we are can provide these agencies funding, be it for large or small amounts. Sometimes that little bit more makes all the difference to an agency, a child, or a family.

We are offering local and corporate companies the opportunity to promote their businesses on our website, at the show on signage, and by placing their logo on large banners at the event. Please note that we are a 501(c)(3) organization, and all sponsorship and donation amounts are tax-deductible to you or your business.

Looking forward to working with you in bettering our community.

Sincerest regards,

**Jayde Levesque**

2019/2020 WYWL Sponsor Chair

774.644.9596 | [sponsors@wywl.com](mailto:sponsors@wywl.com)

Our mission at the Westport Young Woman's League is to ***promote community through volunteerism, social activities, and fundraising***. With your help we can further our mission. Come be part of our team.  
Make a great advertising investment and support our community.

November 9 & 10, 2019

Staples High School \* 70 North Avenue \* Westport, CT 06880

## Sponsorship Levels

### **PLATINUM** - \$5,000 +

- Logo (large size) recognition on multiple banners at show
- Prime table space at event for marketing materials/give-aways
- Logo placement on wywl.com homepage, CraftWestport (CW) site, & social media
- NEW! CraftWestport Virtual Coupon Bag (VEB) ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 15 weekend passes

### **GOLD** - \$1,000 (*\$900 if you agree to sponsor the 2019 Minute Man Race as well*)

- Logo (medium size) on multiple banners at show
- Your own table space at event for marketing materials/give-aways
- Logo placement on wywl.com CW site & social media
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 8 weekend passes

### **KIDS FUN ZONE** - \$600 (*\$500 if you agree to sponsor the 2019 Minute Man Race as well*)

- Logo (medium size) on multiple banners at show
- Your own table in the gym dedicated for kids at event for marketing materials/give-aways
- Logo placement on wywl.com CW site & social media
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 6 weekend passes

### **SILVER** - \$500 (*\$450 if you agree to sponsor the 2019 Minute Man Race as well*)

- Recognition on banner
- Placement of marketing materials on table dedicated to all sponsors
- Logo placement on wywl.com CW site
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 6 weekend passes

### **BRONZE** - \$250 (*\$225 if you agree to sponsor the 2019 Minute Man Race as well*)

- Signage at CraftWestport
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo placement on wywl.com CW site
- 4 weekend passes



## Minute Man Race

Sunday, April 26, 2020

COMPO BEACH \* WESTPORT, CT 06880

## SPONSORSHIP REQUEST

2020 marks the 42nd anniversary of the Minute Man Race! Please join us as a sponsor of this fundraiser organized by the Westport Young Woman's League. This is a family friendly, community wide event, and it truly couldn't be what it is today without the generosity of our local businesses.

The race will be held the morning of Sunday, April 26, 2020 at Westport's scenic Compo Beach. It includes USA Track and Field certified 10K & 5K Runs, a 5K Walk and Kids Fun Run.

From our 2019 MM Race, our sponsors, together with over 1,100 participants, allowed us to raise more than \$33,000 for local charities through this fundraiser alone. In fact, since our inception in 1956, the WYWL has given over \$4.3 million to a broad range of organizations in lower Fairfield County. With the help of sponsors like you, we are able to offer grants to charitable organizations that provide educationally-based assistance and aid to families in lower Fairfield County. Caroline House, Mercy Learning Center, Clasp Homes and Homes with Hope are among those we gave to in 2019. In addition, our Super Grant recipients — Westport EMS and Positive Directions — received well-needed support to fund equipment and education-related programs. The WYWL also helps fund cultural mainstays like the Summer Reading Program at the Westport Library and the Westport Country Playhouse. View our complete list of grant recipients at [wywl.com/grants](http://wywl.com/grants).

To ensure use of your company logo for promotion, including on our website and social media, please commit to sponsor us by email or telephone by April 3, 2020\*. Sponsorship payments and company logos must be received by Friday, April 10th. Please mail the sponsorship contract and check payable to the Westport Young Woman's League (WYWL) to: WYWL Sponsor Chair, P.O. Box 333, Westport, CT 06881

Thank you for helping us make a difference right here in lower Fairfield County.  
Your contribution touches the lives of many in need!

Sincerest regards,  
Jayde Levesque  
2019/2020 WYWL Sponsor Chair  
774.644.9596 | [sponsors@wywl.com](mailto:sponsors@wywl.com)

Our mission at the Westport Young Woman's League is to ***promote community through volunteerism, social activities, and fundraising***. With your help we can further our mission. Come be part of our team.  
Make a great advertising investment and support our community.



MINUTE MAN RACE | SUNDAY, APRIL 26, 2020 | COMPO BEACH \* WESTPORT, CT 06880

## SPONSORSHIP LEVELS

**Sponsors\*\* will receive the following in addition to the special benefits at their level:**

- Corporate banner placement on fencing at event \* | Minute Man Race Virtual Event Bag marketing/coupon opportunity | Logo/Acknowledgement on our website (wywl.com) | Exposure on our Facebook and Instagram social media pages | Thank you signage at event | Complimentary race entries

**PLATINUM (Exclusive)- \$5,000**

- Exclusive branding on registration page via Active.com
- Booth space at event for marketing materials & your representative

**REGISTRATION (Exclusive)- \$3,000**

- Exclusive pre-registration location on Saturday, April 25.
- Approximately 500 people will register/pick up race materials!
- Booth space at event for marketing materials & your representative
- 10 race entries (up to a \$450 value)

**PACE CAR (Exclusive)- \$2,500**

- Exclusive dealership opportunity to market & pace our race!
- Booth space at event for marketing materials & your representative
- 10 race entries (up to a \$450 value)

**GOLD- \$1,000**

- Booth space at event (10x10) for marketing materials & your representative
- 10 race entries (up to a \$450 value)

**SILVER- \$500**

- 5 race entries (up to a \$225 value)

**BRONZE - \$250**

*(\$225 if you agree to sponsor Craft Westport as well;  
Bronze Sponsor Does Not Receive Add-Ons noted above\**

- 2 race entries (up to an \$90 value)

**KID'S ZONE GOLD SPONSOR - \$600**

*(\$500 if you agree to sponsor Craft Westport as well)*

- Booth space in the Kids Zone for marketing materials & your representative
- PA announcements throughout the entire Kids Fun Run
- 6 race entries (up to a \$270 value)

**KID'S ZONE TITLE SPONSOR (Exclusive) - \$3,000**

**Exclusive** Kids Zone naming rights, i.e., "Your Company" Kids Zone presented by WYWL

- Booth space for marketing materials & your representative during the Kids Fun Run
- 15 race entries (up to a \$675 value)

Any questions? Contact Jayde Levesque, Sponsor Chair, [sponsors@wywl.com](mailto:sponsors@wywl.com)



## Kid's Zone!

The Minute Man Kids Fun Run draws over 180 kids with their families to Compo Beach on the morning of our Minute Man Race. Our Kids Zone, situated on the basketball courts at the beach and next to the Kids Fun Run, is aimed at providing a fun and entertaining area for the young racers, while giving businesses an opportunity to present themselves to the community. We welcome you to hold a demonstration, conduct an activity or provide free giveaways as a means for generating buzz and attention to your station.

Please consider becoming a Kids Zone sponsor. It's only \$600, but you receive Gold-level status benefits. (If you also agree to sponsor the 2019 CraftWestport Kids Zone the weekend of November 9th & 10th 2019, you will receive a discount of \$100 off each event fee.) Space is limited.

Benefits will include:

- Booth space at Kids Zone during the Kids Fun Run event for marketing materials & your representative and/or providing an activity for the children.
- Logo/acknowledgement on our website (wywl.com), Facebook and Instagram
- Logo on event t-shirt
- PA announcements throughout the Kids Fun Run in the Kids Zone
- Signage at event
- 6 Complimentary race entry forms (up to a \$270 value)
- 2 Complimentary CraftWestport tickets (the WYWL's November fundraising event)
- 

Your sponsor contribution, in addition to proceeds from the Minute Man Race, will directly impact children and families in need in lower Fairfield County. View our complete list of grant recipients at [wywl.com/grants](http://wywl.com/grants)







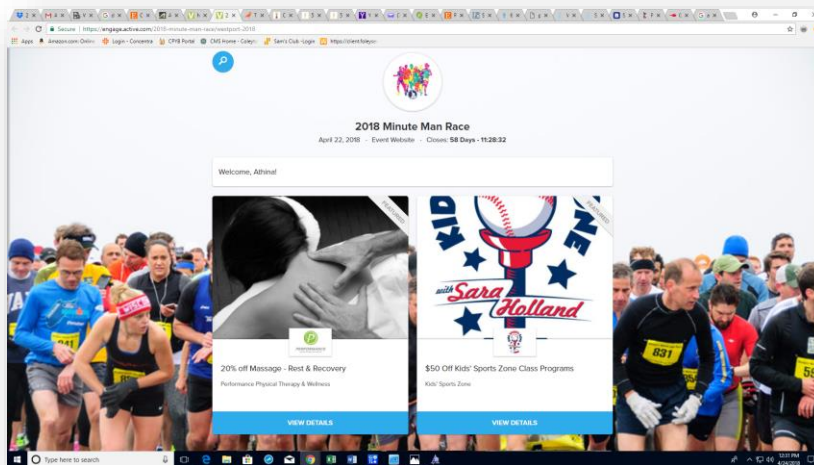
# Promote Your Business as a Sponsor with our Virtual Coupon Bag

As a sponsor at any price level, you have the option to submit a placement ad to be included in our virtual coupon bag that will be offered to all patrons of the fair and available to WYWL members (100+ members).

This is an added benefit to help promote your business even after the event is over. The bag is open to visitors for 60 days after our event. At the end of the period, reports are sent directly to you, our sponsors, with information pertaining to number of visitors to your ad and actions taken (ie. conversions).

This opportunity is for all of our sponsors, for \$250, or in-kind equivalent. Sponsors at the Silver level or higher will have their logos appear on the postcards advertising our virtual bag to our patrons.

Below is a sample representing the email that went out to all WYWL Minute Man Race participants and the statistical report that we see.



Name	Views	Unique Visitors	Conversions	Conversion Rate
\$50 Off Kids' Sports Zone Class Programs	19	13	1	7.7%
20% off Massage - Rest & Recovery	36	29	10	34.5%
\$35 for 1 week Unlimited Classes	9	6	0	0.0%
\$99 New Dental Patient Special	4	4	0	0.0%
10% OFF ALL CLASSES! START INTO TO SAILING TODAY!	4	4	0	0.0%
10% off any summer 2018 program!	5	5	0	0.0%
20% OFF SINGLE ITEM	32	26	16	61.5%
Get 15% off The Two Oh Threes NEW Collection!	29	25	20	80.0%



## 2019/2020 Sponsorship Contract

*Select all that Apply :*

### CRAFT WESTPORT

- Platinum    Gold    Kids Zone    Silver    Bronze    In-Kind (as agreed only)

### MINUTE MAN RACE

- Platinum    Registration    Pace Car    Gold    Silver    Bronze    Kid's Gold  
 Kid's Title    In-Kind (as agreed only)

COMPANY NAME	
CONTACT NAME	
ADDRESS	
PHONE	
EMAIL	
URL	
SIGNATURE	
DATE	

• **Important Note:**

- As a condition to participating in the race, the sponsor expressly releases the WYWL from all claims for damages resulting from the cancellation of the race for any reason whatsoever. As a further condition of participation, the sponsor expressly releases the WYWL from all liabilities for any injury or loss resulting from any cause incurred during the race, including set-up and take down periods. The sponsor agrees to provide all necessary material as agreed upon by sponsor and the WYWL

• **Important Dates:**

- Craft Westport: To guarantee your company name is on promotional materials, **Payment, logo & links are due: Friday, September 13, 2019**
- If committing to the Kids Zone or Bronze Level sponsorship for both 2019 CraftWestport & 2020 Minute Man Race, you must make first payment by September 13, 2019 and the remaining balance by April 10, 2020.

• **Artwork:**

- Logos should be in .JPG or .PNG format and emailed to [sponsors@wywl.com](mailto:sponsors@wywl.com)

• **Payment/Contract:**

- Please make checks payable to the Westport Young Woman's League (WYWL).
- Mail this contract (make a copy for yourself) and payment to our address (noted below, C/O: SPONSORS CHAIR)

Any questions? Contact Jayde Levesque, Sponsor Chair, [sponsors@wywl.com](mailto:sponsors@wywl.com)