



BEACON HOSE

COMPANY NO. 1



35 NORTH MAIN STREET, BEACON FALLS, CT 06403
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July 2021

Dear Friends of Beacon Hose,

It's been a wild year and a half, but we at Beacon Hose Co. No. 1 are ready to make up for lost time! Beacon Hose will host our annual **carnival and parade** from **October 15-17, 2021** — different than usual, but we're excited after missing it in 2020! Once again, we hope for the support of our local businesses, organizations, and companies with which we work throughout the year to help make our biggest fundraiser a success.

Donors will receive recognition on **advertising signs**, display on our **menu message boards**, inclusion on our **carnival grounds map**, and mention on our **social media**, which reaches an audience of more than 12,000 local residents and supporters. Our sponsorship levels include:

- **BRONZE (\$100-\$199):** Name on bronze sponsorship boards; social media recognition on sponsor list.
- **SILVER (\$200-\$299):** All bronze-level perks; name on silver sponsorship boards; sticker and certificate of appreciation.
- **GOLD (\$300-\$499):** All silver-level perks; name and logo on gold sponsorship boards; option to display your custom sign and/or promotional materials at sponsorship area; social media recognition with information about your organization.
- **PLATINUM (\$500-\$999):** All gold-level perks; name and logo on platinum sponsorship boards; option to display three custom signs throughout carnival grounds; exclusive social media and public-address recognition; option to enter parade.
- **PRESENTING (\$1,000 — limited to four spots):** All platinum-level perks; name and logo on presenting sponsorship boards; listing as presenting sponsor in all carnival advertising; option to display up to six custom signs; option to set up table (no tent or vehicle).
- **TITLE (\$2,500 — SOLD OUT):** This sponsorship level has already been claimed for this year's event. If your business or organization is interested in becoming the title sponsor for next year's event, please include this in your reply and/or contact us via the information below.

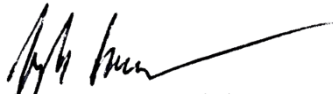
Our carnival attracts **an estimated 10,000 visitors** from Beacon Falls and beyond, and our parade is one of the state's largest with more than 40 units attending. With your donation, you will not only show our community that you support Beacon Hose, but it's a great way to advertise. Our supporters notice and reward your commitment to us — we know from experience.


Our carnival that runs in conjunction with the parade is a great time for the whole family, featuring rides, food, music, and more. We're also bringing back our raffle with a grand prize of \$10,000! We know it's been a tough year and a half for many businesses and families, so whether you can or can't donate, we hope you can visit us in October to celebrate a return to our favorite tradition.

Proceeds from our carnival help us give back to the community. We sponsor fire prevention programs, youth sports teams, scholarships for Long River Middle School and Woodland Regional High School students, local service organizations, less fortunate families during the holidays, a slew of community events, perks for our roster of 100-plus volunteers, and much more — sometimes including our own purchases of emergency equipment. Your support is critical to our efforts in keeping Beacon Falls a safe, informed, and enjoyable small-town community.

Donations can be mailed to Beacon Hose using the form below, or they can be made online at beaconhose.com. To guarantee inclusion on our sponsorship boards, your donation must be received by **Thursday, October 7**. Feel free to call carnival chairman Kyle Brennan at 203-490-8929 with any questions or to discuss opportunities that may not be listed above. We appreciate your generosity!

Sincerely,


Kyle Brennan, Carnival Chairman


Brian DeGeorge, Fire Chief

BEACON HOSE Co. No. 1 CARNIVAL SPONSORSHIP

Business/Organization: _____ Contact Name/Number: _____

Donation Amount: _____ Contact Email: _____ Date: _____

Please make checks payable to "Beacon Hose Co. No. 1." We encourage payment via check or cash, but if you'd prefer to donate online via credit card, visit www.beaconhose.com/carnival/sponsorship. Thank you for your consideration.