



Mum Festival

Produced by The Bristol Exchange Club

Friday, September 25 from 5:00 to 9:00 pm

Saturday, September 26 from 12 to 9:00 pm

Sunday, September 27 from 12 to 5:00 pm

The Chrysanthemum Parade kicks off at 1:30 pm on Race Street

Bristol, CT 06010

The Bristol Mum Festival – Celebrating Over 60 Years of Community, Family Fun and Entertainment

Our Story

Well, it's that time of the year again and The Bristol Mum Festival Committee is reaching out to ask for your support and help in raising money to put on our celebrated Annual Mum Festival.

You may or may not know that several years ago, this time-honored tradition of over 60 years, almost ended abruptly when the previous festival committee at the time decided to step away. One reason was a lack of volunteers, and the other was city financing.

Not wanting to see such a time-honored tradition end, The Exchange Club of Bristol CT (a 501c3 community volunteer organization) was approached by the city to consider saving the festival. As part of the overall Festival, The Exchange Club had successfully produced and directed the Mum Parade for over 60 years for the city, so we were asked to consider taking on the production of the entire Mum Festival. The City had fully funded the Mum Parade over the years, which allowed the Exchange Club to do their part in directing it. As you can well imagine, producing and directing the parade was a huge endeavor in and of itself. So, taking on the entire Mum Festival would be no small task. The Exchange Club proposed this to their Board of Directors, and they agreed on the condition that the City also take on a main sponsorship role.

The City of Bristol, through the Board of Finance and total support of the Mayor's Office and the City Council, agreed to contribute to the operational costs of their Marquee Event, the Mum Festival, with the understanding that the Bristol Exchange Club would raise the additional funds necessary. And so, the festival was saved through a combination of City support, community volunteer members of a newly formed Mum Festival committee under the auspices of the Board of Directors of the Exchange Club of Bristol and the much-needed community support from organizations like yours!

The results have been clear... Bristol has a marquee community-focused event that we can all be proud of!

Your Help Is Needed

With a lot of hard work, The Mum Festival has been restored to its glory days. The "Mum Season of Events" includes community focused activities and entertainment, an amazing festival weekend complete with the Miss Chrysanthemum Pageant and of course the famous Chrysanthemum Festival parade and is enjoyed by well over 40,000 people from Bristol and beyond. There is truly something for everyone.

Moreover, the Mum Festival not only provides for a wonderful quality of life for our community, but we are also very proud to say that 95% of our supply and service purchases support local/area businesses and organizations.

That is where you come in!

To continue producing this awesome event, we need your help as we set out to raise the additional \$40,000.00 in funds needed to produce the festival. We are extremely grateful for the grant that the City of Bristol provides, however it only covers a third of the festival's total expenses. It is important to note, that due to the City budget crisis, we were cut 30% in funding this year! So your support is needed more than ever this year...

We have heard from so many local businesses that have greatly benefited from the Mum Festival overall. With this in mind, we are now asking for your financial or "Gifts-In-Kind support as we launch this year's Mum Festival!

Please see the attached Sponsorship Form, and link to our *Circle of Friends* contributors as well.

Thank you for your support of Bristol's community focused marquee event!



All sponsorships will be tax deductible via 501(c) 3 non profit event partner The Bristol Exchange Club If you are interested in sponsoring or would like more info please contact:
Jason Fields Email: JF895997@gmail.com Phone: 860.707.6286 Other: PDF, JPG, etc.

Sponsor - A Fall event like no other...



Presenting Sponsors

\$10,000.00

- Exclusive Diamond Sponsor: “The Mum Festival and the Miss Chrysanthemum Pageant” ... presented by Your company!
- Large 2.5 x 6 foot logo banner in marquee main stage area as well as on the large sponsor board.
- Four banners featured at primary festival egresses as well as on Memorial Field fencing.
- Full page color ad on our Website
- Logo/name prominently displayed on all volunteer t-shirts.
- Emcee promo mentions as presenting sponsor, plus opportunity to kick off and close show.
- Logo featured on flyers & media materials by event logo.
- Logo featured on website & title sponsor on Facebook, social media event pages & posts.
- Premier booth location of your choice in selected areas.



Main Stage & Kids Zone

\$5,000.00

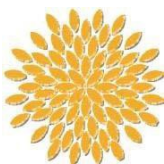
- Sponsors of Friday, plus Saturday and Sunday’s all-day main stage festivities and the “Kids Zone”.
- Logo or Name on our Main Stage Sponsor Boards.
- Three banners prominently featured on festival fencing.
- Full page ad on our Mum Festival website.
- Continuous emcee promo mentions.
- Logo featured on event fliers & media ads.
- Logo or name on website & listed on Facebook event page.
- Premier booth location of your choice in selected areas.



Platinum Sponsor

\$2,000.00

- Two banners prominently featured on festival fencing.
- Logo or Name on our Main Stage Sponsor Boards
- 1/2-page ad on our Mum Festival website.
- Emcee promo mentions.
- Logo or name on website & listed on Facebook event page.
- Premier booth location



Gold Sponsor

\$1,000.00

- One banner featured on festival fencing.
- 1/2-page ad on our Mum Festival website.
- Logo or Name on our Main Stage Sponsor Boards
- Emcee promo mentions.
- Logo or name on website & listed on Facebook event page.



Silver Sponsor

\$500.00

- One banner featured on festival fencing.
- 1/3-page ad on our Mum Festival website.
- Logo on website & listed on Facebook event page.



Bronze Sponsor

\$250.00

- One banner featured on festival fencing.
- Sponsor listed on website & Facebook event page.
- Sponsor name on our Mum Festival website.

Make the Festival... incredible!

I have selected the following Sponsorship level:

- Presenting Sponsor** **\$10,000.00**
- Main Stage & Kids Zone Sponsor** **\$ 5,000.00**
- Platinum Sponsor** **\$ 2,000.00**
- Gold Sponsor** **\$ 1,000.00**
- Silver Sponsor** **\$ 500.00**
- Bronze Sponsor** **\$ 250.00**
- Mum Festival Booster** **\$ 50.00 - \$249.00**
- Mum Festival Friend** **\$ 10.00 - \$49.00**
- Fireworks Sponsor - Special Offer!!** **\$ 6,000.00**

Payment:

Check enclosed in the amount of: \$ _____

Please make checks payable to our 501(c)3 nonprofit event partner "The Exchange Club of Bristol CT, Inc.". Sponsorships will be tax exempt. Proceeds will go directly toward all current and future event costs. In the event of any surplus funds, they will go to benefit nonprofit partners and their community initiatives.

Contact Person/Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Please mail this form with attached check no later than September 3, to the following address:
Bristol Mum Festival, P.O. Box 4122, Bristol CT 06010-4122
Attention: Jason Fields

For more information, please call 860-707-6286