

January 23, 2020

To Whom It May Concern:

This year, the City of Middletown will be holding the 15th Annual Mayor's Ball, which will be held on Saturday, April 18, 2019, at the Wadsworth Mansion at Long Hill on 421 Wadsworth Street in Middletown, being catered by Tom McDowell, Connecticut Wedding Group with music provided by DJ Manny. The proceeds from this community fundraiser will benefit the Oddfellows Playhouse and New Horizons Domestic Violence Services. We would very much like your organization to consider a sponsorship for these very worthwhile community efforts.

The Sponsorship levels are as follows:

Diamond

\$2,000

This level entitles your organization to a reserved table of 10, VIP Reception with the Mayor and other dignitaries, full page color ad in program book. In addition your company name on all promotional materials, company logo prominently displayed recognition as presenting sponsor on website and e-communications, promotional photo opportunities with dignitaries at the event, with step and repeat marketing at event.

Platinum

\$1,800

This level entitles your organization to a reserved table of 8, full page in event program, company name on all promotional materials, recognition as presenting sponsor on website and e-communications, recognition at event as presenting sponsor and step and repeat marketing.

Gold Level

\$1,600

This level includes 6 tickets for your organization, half page ad in program book, company name on all promotional materials, recognition as presenting sponsor on website and e-communications and recognition at the event a presenting sponsor.

OTHER LEVELS AVAILABLE FOR SPONSORSHIP:

Full page Ad	Silver Sponsor	\$500
Half Page Ad	Bronze Sponsor	\$350
Quarter Page Ad	Benefactor	\$250
Business Card	Business Associate	\$150
Name/Friend Page	Friend	\$50

For your convenience, I have enclosed a sponsorship form and the Mayor's Statement on why I have chosen the organizations as this year's beneficiaries. I sincerely hope that you will support this worthwhile community effort for our great city. If you have any further questions, please feel free to contact the Mayor's Office at 860-638-4801.

Sincerely,

BENJAMIN D. FLORSHEIM
Mayor