

THE
NEWTOWNER

AN ARTS AND LITERARY MAGAZINE

*Masked
Ball
Sponsorship
Proposal 2012*

A night of mystery and intrigue

www.thenewtownermaskedball.com



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AN ARTS AND LITERARY MAGAZINE



Join us
as a corporate sponsor
of this historic social event
celebrating the first anniversary of
THE NEWTOWNER!



A NOTE FROM THE EDITOR

THE NEWTOWNER is a one-of-a-kind, full color quarterly arts and literary magazine that celebrates local arts and culture through vibrantly illustrated features, stories, poems, columns, memoirs, and essays.

Our mission is to celebrate, showcase, and promote new and established local literary, visual, and performing artists.

Our goals are to:

- Discover new and compelling local writers and artists
- Bring the work of new and established local writers and artists to a wider audience
- Support talented emerging writers and artists by providing them with publishing credits that assist them in their writing careers
- Provide high quality literary fiction, poetry, memoirs, essays, and features to local, regional and national readers.
- Create a literary meeting place for all local writers and artists
- Make a positive contribution to the local community's cultural scene.
- Create a community based literary and arts project involving as many locals as possible, across all ages and demographics.

THE NEWTOWNER Masked Ball was conceived as a way of celebrating *The Newtowner's* first year, as well as providing a major fundraiser to support the ongoing costs of publishing a high quality arts and culture print magazine. We are very fortunate to have a high caliber volunteer staff who have dedicated themselves to showcasing the best that our community has to offer in the fields of literature and the arts.

We are proud of our growing Youth Expressions section where local youth have hands on involvement in bringing this section to life. As well, we continue to give a voice to inmates at the Garner Correctional Institution to show that through art and literature lives are changed!

Notables who have read THE NEWTOWNER in its first year include:

Steven Sondheim, Gene Wilder, Carol Higgins Clark, Wally Lamb, Justin Scott, Elizabeth Alexander, Tom Chapin, and Anthony Bourdain.

Take advantage of this unique opportunity to sponsor THE NEWTOWNER Masked Ball. Becoming a sponsor is an opportunity to show your support for the local community as well as reaching the discerning and affluent residents of our local region through our generous advertising and promotional sponsorship packages. See our attached Sponsorship Proposals for more information. If you have any questions at all please contact me using the contact details below.

We thank you for your support and involvement with THE NEWTOWNER, a magazine devoted to all that is best about the place we call home!

Grazie!

Georgia Monaghan
Editor in Chief

THE NEWTOWNER
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203 304 1239

P.O Box 456

Newtown, CT 06470

editor@thenewtownermagazine.com

www.thenewtownermagazine.com

THE NEWTOWNER

AN ARTS AND LITERARY MAGAZINE

First Annual Masked Ball

Saturday, February 11, 2012

Sponsorship levels

Venezia Sponsor - \$5000 (exclusive)

Advertising/Corporate Recognition

- Back cover full page color ad in **four** issues of *The Newtowner*
- Customized ad artwork enhancement (optional)
- Back cover color ad on *The Newtowner* Masked Ball program
- Sponsor logo prominently displayed at site
- Banner ad on *The Newtowner* magazine website for 12 months
- Banner ad on *The Newtowner* Masked Ball website for 12 months
- Sponsor logo on *The Newtowner* Masked Ball posters and flyers
- Sponsor logo link in e-blasts (over 2000 recipients – 12 sends)
- Sponsor recognition in all pre and post event press releases and media interviews
- Sponsor recognition and link on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Hospitality Benefits

- 8 VIP *Newtowner* Masked Ball tickets
- VIP reserved hospitality table for 8 guests
- Sponsor signage on VIP table
- 8 VIP memento masks
- 8 gift copies of the first anniversary issue of *The Newtowner*

Total value: over \$10,000

Palazzo Sponsor - \$3,000

Advertising/Corporate Recognition

- Inside cover full page color ad in **four** issues of *The Newtowner*
- Customized ad artwork enhancement (optional)
- Sponsor logo on *The Newtowner* Masked Ball program
- Sponsor logo link on *The Newtowner* Magazine website for 12 months
- Sponsor logo link on *The Newtowner* Masked Ball website for 12 months
- Sponsor logo on Masked Ball posters and flyers
- Sponsor logo link in e-blasts (over 2000 recipients – 12 sends)
- Sponsor recognition in all pre and post event press releases and media interviews
- Sponsor recognition and link on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Hospitality Benefits

- 4 *Newtowner* Masked Ball tickets
- VIP reserved seating
- 4 gift copies of the first anniversary issue of *The Newtowner*

Total value: over \$6000

Rialto Sponsor - \$2,000

Advertising/Corporate Recognition

- Full page color ad in **four** issues of *The Newtowner* magazine
- Customized ad artwork enhancement (optional)
- Sponsor logo on *The Newtowner* Masked Ball program
- Sponsor logo link on *The Newtowner* website for 9 months
- Sponsor logo link on *The Newtowner* Masked Ball website for 9 months
- Sponsor logo on *The Newtowner* Masked Ball posters and flyers
- Sponsor recognition and link in e-blasts (over 2000 recipients – 9 sends)
- Sponsor recognition and link on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Hospitality Benefits

- 2 *Newtowner* Masked Ball tickets
- VIP reserved seating
- 4 gift copies of the first anniversary issue of *The Newtowner*

Total value: over \$4000

Carnevale Sponsor - \$1,000

Advertising/Corporate Recognition

- Half page color ad in **four** issues of *The Newtowner* magazine
- Sponsor logo link on *The Newtowner* magazine website for 6 months
- Sponsor logo link on *The Newtowner* Masked Ball Website for 6 months
- Sponsor recognition and link in e-blasts (2000 recipients – 6 sends)
- Sponsor recognition on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Total value: over \$2000

Teatro Sponsor - \$500

Advertising/Corporate Recognition

- Quarter page color ad in **two** issues of *The Newtowner* magazine
- Sponsor logo link on *The Newtowner* magazine website for 4 months
- Sponsor link on *The Newtowner* Masked Ball Website for 4 months
- Sponsor recognition and link in e-blasts (2000 recipients – 4 sends)
- Sponsor recognition on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Total value: over \$1000

Gondolier Sponsor - \$250

Advertising/Corporate Recognition

- Quarter page full color ad in **one** issue of *The Newtowner* magazine
- Sponsor logo link on *The Newtowner* website for 3 months
- Sponsor link on *The Newtowner* Masked Ball Website for 3 months
- Sponsor recognition and link in e-blasts (1500 recipients – 3 sends)
- Sponsor recognition on *The Newtowner* Facebook page
- Verbal acknowledgement by MC/host

Total value: over \$500



A night of mystery and intrigue presented by:

THE NEWTOWNER

AN ARTS AND LITERARY MAGAZINE

**Saturday February 11th 2012
7:00 PM-Midnight
Edmond Town Hall Newtown CT**

Champagne and Gourmet Italian Finger Food | Live Music and Dancing

Special Performances | Roving Entertainers

Mask and Costume Competitions

Mask required. Dress: Formal attire or costume

THE NEWTOWNER Masked Ball is sure to be
the social event of the year!

Space is limited, so purchase your tickets today!

www.thenewtownermaskedball.com