

STONINGTON COMMUNITY CENTER

SPONSORSHIP

2019



Who Are We?

We are the Stonington Community Center—a nonprofit whose legacy dates back to 1945 and encompasses multi-generational ties to the region.

Our 16-acre campus includes a pottery studio, a dance studio, paddle tennis courts and warming hut, tennis courts, soccer fields, the Children's Garden, the Doris Muller Preschool, Pottery Studio, MakerSpace, classrooms, a gymnasium, an auditorium, a stage, a licensed kitchen, Thrift Shop, a playground and a pond with an outdoor classroom for learning, exploration and skating.

Known to our many loyal supporters as the COMO, we serve a diverse demographic through a variety of programs and events. As a community resource, we also host numerous area nonprofits and groups, who otherwise would not have a venue. Such groups include the Boy Scouts, for which the COMO is the charter organization, the Stonington Players, a local theatre group and COVE, a program for grieving youth healing from the loss a parent or sibling.

MAJOR ANNUAL EVENTS

The Annual Stonington Village Fair | Stars Over Stonington

YOUTH AND ADULT ATHLETIC PROGRAMS

Basketball | Field Hockey | Karate | Paddle Tennis | Soccer
Tennis | Lacrosse | Dodgeball | Futsal

YOUTH AND ADULT ARTS & STEAM CLASSES

Girls Who Code Club | 3D Printing | Minecraft Class | Pottery

EDUCATION & CHILDCARE

Licensed Childcare Center
Traditional Day and Full Day Preschool | Elementary Before & After Care
Middle School After Care | Summer Camp | SAT Prep
Driver's Education | Adventure Camps
Junior Leadership Program | College Scholarships

COMMUNITY

COMO Thrift Shop | Children's Garden | Theme Birthday Parties | Volunteer Opportunities
Facility Rental | Equipment Rental | Local and Regional Partnerships
Community Theatre | Junior Leaders' Community Service

The Art of Community



Who Will You Reach?

Sponsorship of the COMO allows you to show your support for a community driven, dedicated nonprofit organization, while seamlessly complimenting your existing promotional strategies.

From event specific to annual corporate sponsor opportunities, choose the mix that best meets your needs—**providing maximum impressions and reach in our regional audience.**



Digital Reach

- Our website is constantly drawing in new community members. New visitors make up over 50% of our web traffic, enabling you to reach more than **18,000** unique users annually
- More than **35,000** active web sessions annually
- More than 60 e-blasts sent annually reaching more than **3,500** people with each send
- Quarterly online web advertising earning more than **220,000** impressions
- Facebook posts reaching up to **2,400** individuals per post



Direct Reach

- Athletic recreation brings together more than **150** families across our COMO fields and courts on a seasonal average
- On any given day throughout the year more than **50** area families walk through our doors to utilize our facilities and take part in our programs
- We host community focused events annually that draw in more than **1,000** community members
- COMO Thrift draws in more than **350** shoppers weekly

OUR PRIMARY AUDIENCE We primarily reach and engage women, ages 25-44, who live in the Stonington, Mystic, Pawcatuck and Westerly region.



Who Do We Serve?



- Annually we donate more than 800 hours of facility usage and storage to area nonprofits and organizations, valued at **\$60,000**
- We engage nearly **3,000** active participants and supporters annually
- Our Junior Leaders complete more than **1,200** volunteer hours within the community each year
- We provide affordable quality programs to more than **1,700** youth participants each year
- The COMO manages seven scholarship funds, distributing an average of **\$24,000** in college scholarships each year to local Stonington students
- We provide an average of more than **\$30,000** in program scholarships annually

ANNUAL SPONSORSHIP

Legacy | Visionary | Support

The goal of our annual sponsorship plan is to provide a comprehensive package that will provide ultimate exposure not only at COMO events, but throughout the entirety of our campus all year long at great savings.

Legacy Sponsorship

Benefits	Value
<ul style="list-style-type: none">Company logo, recognizing Legacy Sponsorship Level, in weekly email newsletter for 12 months	\$5,000
<ul style="list-style-type: none">Live company link acknowledging Legacy Sponsorship Level on COMO website landing page for 12 months	\$3,000
<ul style="list-style-type: none">Company Legacy Sponsorship Level signage at COMO Thrift for 12 months	\$2,000
<ul style="list-style-type: none">Company Legacy Sponsorship Level signage in the COMO gym for 12 months	\$2,000
<ul style="list-style-type: none">Company logo and informational advertisement recognizing Legacy Sponsorship Level, on COMO digital lobby monitor for 12 months	\$1,750
<ul style="list-style-type: none">Table of ten (10) at Stars Over Stonington	\$1,500
<ul style="list-style-type: none">Company Legacy Sponsorship Level signage at COMO Annex entry for 12 months reaching paddle tennis players	\$1,000
<ul style="list-style-type: none">Company informational table at the Annual Stonington Village Fair	\$1,000
<ul style="list-style-type: none">Company informational table at one (1) winter basketball game and one (1) fall soccer game	\$1,000
<ul style="list-style-type: none">Company logo with COMO promotion on the COMO van for three (3) non-consecutive months	\$750

Legacy Sponsorship Cost: \$10,000

Total Value: \$19,500

Have an in-kind sponsorship idea? Let's chat!

Visionary Sponsorship

Benefits	Value
• Live company link acknowledging Visionary Sponsorship Level on COMO website landing page for 12 months	\$3,000
• Company logo recognizing Visionary Sponsorship Level in weekly email newsletter for six (6) months	\$2,500
• Visionary Sponsorship Level signage in the COMO gym for 12 months	\$2,000
• Visionary Sponsorship Level signage at COMO Thrift for 12 months	\$2,000
• Company informational table at the Annual Stonington Village Fair	\$1,000
• Company logo and informational advertisement, recognizing Visionary Sponsorship Level, on COMO digital lobby monitor for six (6) months	\$875
• Six (6) Stars Over Stonington tickets	\$900
• Company informational table at one (1) winter basketball game	\$500

Visionary Sponsorship Cost: \$7,500

Total Value: \$12,775

Supporting Sponsorship

Benefits	Value
◆ Live company link acknowledging Supporting Sponsorship Level on COMO website landing page for 12 months	\$3,000
◆ Company Supporting Sponsorship Level signage in the COMO gym for 12 months	\$2,000
◆ Company Supporting Sponsorship Level signage at COMO Thrift for 12 months	\$1,000
◆ Company logo, recognizing Supporting Sponsorship Level, on COMO digital lobby monitor for three (3) months	\$500
◆ Two (2) Stars Over Stonington tickets	\$300

Supporting Sponsorship Cost: \$5,000

Total Value: \$6,800

MAJOR EVENT SPONSORSHIP

Stars Over Stonington | Stonington Village Fair

As a nonprofit, the COMO relies on fundraising events throughout the year to meet operational expenses so that we may continue to build upon the COMO legacy. Our events truly capture each and every demographic within our region.

Stars over Stonington

June 1, 2019 | 6:00 PM
Stonington Harbor Yacht Club

AURORA \$7,500

- ★ Corporate sponsor (for one year at Supporting level)
- ★ Table of 10 at event
- ★ Full page ad
- ★ Name/logo featured on event bid card
- ★ Name/logo with live link on COMO website for one year
- ★ Name/logo on COMO digital lobby monitor for one year
- ★ Name/logo on all event materials
- ★ Press release announcing sponsorship
- ★ Recognition from the podium
- ★ Name/logo featured on event sponsor sign at front entrance
- ★ Village Fair sponsor at \$2,500 level
- ★ Athletic team sponsor

METEOR \$2,500

- ★ Four complimentary tickets to event
- ★ Half page ad
- ★ Name/logo on event webpage
- ★ Name/logo on COMO lobby promotional monitor for six months
- ★ Recognition from the podium
- ★ Name/logo on event sponsor sign at front entrance

COMET \$5,000

- ★ Table of 10 at event
- ★ Half page ad
- ★ Name/logo on event webpage
- ★ Name/logo on COMO lobby promotional monitor for six months
- ★ Name/logo on all event materials
- ★ Press release announcing sponsorship
- ★ Recognition from the podium
- ★ Name/logo featured on event sponsor sign at front entrance

ASTEROID \$1,500

- ★ Two complimentary tickets to event
- ★ Quarter page ad
- ★ Name/logo on event webpage
- ★ Recognition from the podium
- ★ Name/logo on event sponsor sign at front entrance

In-kind event sponsorships and program advertisement opportunities available.

67th Annual Stonington Village Fair

Saturday, August 3, 2019

Benefits of Sponsorship	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Friend \$250
Name/logo placement on all promotional materials	x				
Name/logo with a live link on event webpage	x				
Recognition in all radio commercials	x	x			
Listed as sponsor on all press and media releases	x	x			
Name or logo on Village Fair T-Shirts	x	x	x		
Name and logo on COMO Lobby and Thrift Screens from June– August	x	x	x	x	
Name/logo on event webpage	x	x	x	x	
Name & logo placement on event entrance	x	x	x	x	x
Event sign featuring name/logo at sponsored fair site	x	x	x	x	x



A LA CARTE SPONSORSHIP

Do you prefer to create a sponsorship package unique to your marketing needs? Examples of past a la carte sponsorships are: restaurant nights, athletic sponsorship packages or sponsorship of an art program. **Have an idea?**

Contact us and we'll work together to make it happen!



COME TO THE COMO!

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Executive Director

Stonington Community Center, Inc.

28 Cutler Street

Stonington, CT 06378

Phone: 860.535.2476

Fax: 860.535.2324

www.thecomom.org



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