

# 2024

# Special Events



Department of Business  
Development and Tourism



# Who We Are

Here at the City of Norwalk's Department of Business Development and Tourism, we believe in the power of community collaboration and the positive impact it can have on the lives of our residents and businesses. As we continue to host events that bring our community together, we are seeking partnerships with businesses and organizations like yours to support our mission of enhancing the quality of life and bettering the economy in Norwalk and its surrounding areas.

Your sponsorship will play a crucial role in fostering a thriving community that values the arts, supporting small businesses, education and culture. By joining hands with us, you are not only contributing to the success of these events but also investing in the future of Norwalk. Your support will help elevate our community by:

## **-Enriching the Arts-**

Our events showcase the rich cultural tapestry of Norwalk, providing a platform for local artists and largely known performers to share their talents. Your sponsorship ensures the continued growth and appreciation of the arts in our community.

## **-Advancing Education -**

We believe in the transformative power of education. Your sponsorship will enable us to implement educational initiatives during our events, fostering a learning environment that benefits individuals of all ages in our community.

## **-Empowering Small Businesses-**

Our commitment to supporting local businesses is unwavering. By sponsoring our events, you directly contribute to the economic development of Norwalk, creating opportunities for small businesses to thrive and flourish.

## **-Celebrating Diversity -**

Norwalk is a melting pot of cultures, and our events showcase the strength in diversity. Your sponsorship helps promote understanding, appreciation, and unity among our residents.

We invite you to be a key partner in this exciting journey toward a brighter and more vibrant Norwalk. Your generosity will not only be recognized during our events but will also be acknowledged through various channels, showcasing your commitment to community development.



# Halloween Nightfair



"It was great to see families with little kids and folks of all ages from all over Norwalk partying together and just having an old-fashioned good time!"

"So glad I went, and I danced for 3 hours straight with friends and strangers till my feet hurt!"

"This is what 'community' is all about.  
We love Norwalk!"

**HALLOWEEN  
NIGHTFAIR**  
ON WASHINGTON STREET

Saturday, October 26, 2024  
Sunday, October 27, 2024  
Washington Street



## Sponsor Levels

**Monster Mash \$3000+** - sponsor our DJ and large act performances!

- Website & social media recognition
- 10' x 10' space on Trick-or-Treat Trail
- Banner with company name and logo

**Trick or Treat \$500+** - sponsor the Trick-or-Treat Trail!

- Website recognition
- 10' x 10' space on Trick-or-Treat Trail

**Side Show \$1500+** - sponsor our Side Show entertainment!

- Website recognition
- 10' x 10' space on Trick-or-Treat Trail
- Logo on handouts

**Spooky \$100+** - sponsor a Halloween fright!

- Website recognition

**To discuss event sponsorship opportunities, contact:**

Anna Breault, Special Event Coordinator  
203.854.7336 | [abreault@norwalkct.gov](mailto:abreault@norwalkct.gov)

# Holiday Events

"This was a beautiful event!!!! I was so moved by the festivities, music, lights ..... great job Norwalk. What an awesome place to live!"

"Absolutely wonderful community event on Wall and River Street! 2nd year in a row with many more to follow!"

"Such a great time, with something for everyone!"

"We loved the Holiday Extravaganza with Santa rappelling down 50 Washington, food trucks, and a carousel!"

## HOLIDAY EXTRAVAGANZA

Saturday, December 7, 2024  
50 Washington Street

## Wall Street Wonderland

Date TBD  
River Street

## Sponsor Levels

**Jingle Bells \$3000+** - sponsor the holiday music brought to you by our DJ!

- Website & social media recognition
- 10' x 10' space (Holiday Extravaganza only)
- Banner with company name and logo

**Dasher and Dancer \$500+** - sponsor our local performers! Goes directly to the group.

- Website recognition
- 10' x 10' space (Holiday Extravaganza only)

**Deck the Halls \$1500+** - sponsor our fresh wreaths and holiday decor!

- Website recognition
- 10' x 10' space (Holiday Extravaganza only)
- Logo on handouts

**Santas Helper \$100+** - sponsor the arrival of Santa Claus!

- Website recognition

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# Premier Tiers

## Gold \$10,000+

- Recognition as a prominent supporter at the gold level for all media advertising and press releases for all events through 2024
  - Verbal shoutout 3x at events (Halloween and Holiday events only)
    - Banner with company name and logo
- Logo on volunteer t shirt & prominent placement on event signage, including stage banner
  - 1 dedicated social media post per event
- 2 10' x 10' booth spaces (Halloween and Holiday Extravaganza only)

## Silver \$8,000+

- Recognition as a prominent supporter at the silver level for all media advertising and press releases for all events through 2024
  - Verbal shoutout, 2x at events (Halloween and Holiday events only)
    - Banner with company name and logo
      - Logo on stage banner
  - 1 dedicated social media post per event
  - Social media and website recognition
- 10' x 10' booth space (Halloween Nightfair and Holiday Extravaganza only)

## Bronze \$6,500+

- Recognition as a prominent supporter at the bronze level on social media and website for all events through 2024
  - Verbal shoutout, 1x at events (Halloween and Holiday events only)
    - Banner with company name and logo
      - Logo on stage banner
    - Social media and website recognition
- 10' x 10' booth space (Halloween Nightfair and Holiday Extravaganza only)

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# Looking Ahead

As we gear up for the exhilarating 2024 event season, we invite you to be a pioneer in community enrichment. Your support can shape the narrative of our city's cultural evolution, economic vitality, and outreach initiatives.



Our team is diligently working on projects that will redefine community engagement. These initiatives will delve into the realms of diversity, economic development, and community enjoyment, promising unique and memorable experiences for Norwalk and its neighbors.

## I ♥ NORWALK

By partnering with us, you become an integral part of groundbreaking events that transcend the ordinary. As we unveil the specifics of each project, more sponsorship opportunities may arise, allowing you to align your brand with initiatives that resonate with the community.



For the latest insights into upcoming events and sponsorship openings, reach out to Anna Breault, our Special Events Coordinator.  
203.854.7336  
[abreault@norwalkct.gov](mailto:abreault@norwalkct.gov)