

Mardi Gras

FEBRUARY 13, 2024

Event Sponsorship
Benefits &
Recognition



Literacy



Community



Economic Empowerment

nhfpl FOUNDATION

NEW HAVEN FREE PUBLIC LIBRARY

nhfpl.org/about/foundation

Why the New Haven Free Public Library?

A STRONGER LIBRARY MAKES A STRONGER COMMUNITY

The New Haven Free Public Library (NHFPL) is a community pillar of learning, exploration and inspiration. It stands proud in declaring, “Everyone is welcome here.” **Your support helps us build a stronger New Haven.**

With its network of neighborhood libraries, 24/7 digital resources, and Readmobile crisscrossing the city; hundreds of personalized skill-building workshops; year-round free family-friendly programs; and a dedicated library staff, the NHFPL is, for those who seek a respectful and vibrant community to help them build their futures, a family – growing together with you – now, tomorrow, and for years to come.



Mardi
Gras



Mardi Gras Sponsorships

A fun, festive way to support the library

Mardi Gras, the New Haven Free Public Library Foundation's signature fundraising event, will be held on **Tuesday, February 13, 2024** at the Ives Branch Library in Downtown New Haven.



Presenting Sponsor (\$10,000.00)

- 8 tickets to the 2024 Mardi Gras Celebration
- Company logo on marketing materials, invitations + program cover
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media* post highlighting company sponsorship
- *(5,000+ followers)
- Company logo in NHFPL "Happenings" e-newsletter*
- *(13,000+ subscribers)
- Full page color ad in event program book (4.75"W x 7.5"H)

Royal Court (\$5,000.00)

- 6 tickets to the 2024 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media* post highlighting company sponsorship
- *(5,000+ followers)
- Company logo in NHFPL "Happenings" e-newsletter*
- *(13,000+ subscribers)
- Full page ad in event program book (4.75"W x 7.5"H)

Krewe of Rex (\$2,500.00)

- 4 tickets to the 2024 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media* post highlighting company sponsorship
- *(5,000+ followers)
- Full page ad in event program book (4.75"W x 7.5"H)

Krewe of Orpheus (\$1,000.00)

- 2 tickets to the 2024 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Half page ad in event program book (4.75"W x 3.25"H)

Gold Bead (\$500.00)

- 2 tickets to the 2024 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Half page ad in event program book (4.75"W x 3.25"H)

Silver Bead (\$250.00)







- 2 tickets to the 2024 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Quarter page ad in event program book (2.25"W x 3.25"H)

Mardi Gras sponsorship supports the incredible work of the New Haven Free Public Library and highlights your company or organization's philanthropic spirit.

Sponsorship: Recognition

Sponsorship: Recognition



Recognition	Presenting 	Royal Court 	Krewe of Rex 	Krewe of Orpheus 	Gold Bead 	Silver Bead 
Company logo on marketing materials, invitations and program cover	•					
Company Listing in mardi Gras promotional emails	•	•	•	•	•	•
Company listing on Mardi Gras web page	•	•	•	•	•	•
Company listing in NHFPL Annual Report	•	•	•	•	•	
Company logo in Mardi Gras promotional email	•	•	•	•		
Company logo on Mardi Gras web page	•	•	•	•		
Company name mentioned during event	•	•	•			
Dedicated social media post highlighting company sponsorship (5,000 followers)	•	•	•			
Company logo in NHFPL "Happenings" e-newsletter (9,000+ subscribers)	•	•				
Program Book Ads *						
Full page color ad on inside cover (4.75"W x 7.5"H)	•					
Full page ad in event program book (4.75"W x 7.5"H)		•	•			
1/2 -page ad in event program book (4.75"W x 3.5"H)				•	•	
1/4 -page ad in event program book (2.25"W x 3.25"H)						•
Tickets						
Complementary tickets to the event	8	6	4	2	2	2



FEBRUARY 13, 2024
Ives Main Branch
133 Elm Street
New Haven, CT 06510

2024 SPONSORSHIP FORM

Return by January 11 2024

Thank you for supporting the New Haven Free Public Library by sponsoring our Mardi Gras 2024 celebration! Please fill out the form below.

Contact Name: _____

Company Name as it should appear in marketing materials: _____

Address: _____

Phone/Fax: _____

E-mail: _____

Sponsorship Level: _____ Do you require an invoice? (circle one): Yes No







Credit Card Number: _____ Expiration Date _____ 4 digit code _____

Authorized Signature: _____ Date: _____

Checks should be made payable to the New Haven Free Public Library Foundation and mailed to:

New Haven Free Public Library Foundation
c/o Manmita Dutta, Director of Advancement
133 Elm Street
New Haven, CT 06510

● SPONSORSHIP LEVEL

-  Presenting
-  Royal Court
-  Krewe of Rex
-  Krewe of Orpheus
-  Gold Bead
-  Silver Bead

ADVERTISEMENT SIZE

- Full Page Inside Cover (4.75" W x 7.5"H)
- Full Page (4.75" W x 7.5"H)
- Full Page (4.75" W x 7.5"H)
- Half Page (4.75" W x 3.25"H)
- Half Page (4.75" W x 3.25"H)
- Quarter Page (2.25" W x 3.25"H)

***Program ads are due by January 11, 2024.**

Please email your ad as a 300 pixel per inch file in RGB color. Format as a jpeg or PDF to Manmita Dutta at mdutta@nhfpl.org

If you have any questions about your sponsorship benefits
or need more information about the event, please contact Manmita Dutta, Director of Advancement at mdutta@nhfpl.org.

*This sponsorship is made in consideration of the representation of the New Haven Free Public Library Foundation,
a 501(c)(3) tax exempt public charity, Federal Tax ID# 06-1283798*



FEBRUARY 13, 2024
Ives Main Branch
133 Elm Street
New Haven, CT 06510

2024 DIGITAL PROGRAM BOOK ONLY

Return by January 11th 2024

Name: _____

Company Name: _____

Address: _____

Phone/Fax: _____

E-mail: _____

Advertisement Level: _____ Do you require an invoice? (circle one): Yes No

Credit Card Number: _____ Expiration Date _____ 4 digit code _____

Authorized Signature: _____ Date: _____

Checks should be made payable to: New Haven Free Public Library Foundation and mailed to:

New Haven Free Public Library Foundation
c/o Manmita Duta, Director of Advancement
133 Elm Street
New Haven, CT 06510

LEVEL	ADVERTISEMENT SIZE	PRICE
Half Page	4.75" W x 7.5" H	\$250
Quarter Page	2.25" W x 3.25" H	\$125

***Program ads are due by January 11, 2024.**

Please email your ad as a 300 pixel per inch file in RGB color. Format as a jpeg or PDF to Manmita Dutta at mdutta@nhfpl.org

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a 501(c)(3) tax exempt public charity, Federal Tax ID# 06-1283798*