



Wallingford 350th Jubilee Committee

The HUBCAP, 128 Center Street, Wallingford, CT 06492

Telephone: 203~284~1807

Email: Wallingford350@gmail.com

Web site: www.wallingford350.org

Minutes

Directors Meeting

May 31, 2018 – 5:15 P.M.

Town Hall, Room 315, 45 South Main Street, Wallingford, CT 06492

Present: Bob Beaumont, Bob Devaney, Nancy Miller, Christina Tatta, Christine Mansfield, June Seichter, Laura Bertekap, Dawn Lindauer, Patty Tremaine, Tarn Granucci, Jane Fisher, Phil Wright, Betsy McCully, Mary Ellen Kingsland-Eckels, Jim Loughlin, Lori Cooke-Marra

Bob Devaney called the meeting to order at 5:15 P.M.

Descendants – Bob Beaumont

Mr. Beaumont recapped the Lufbery event and said everything went smoothly, the day was great, the parade went well, and even the weather was great. He individually thanked everyone who helped.

Mr. Beaumont also discussed the George Washington Trail markers. Some of the 12-13 markers are missing, and the Descendants Committee is looking into replacing the lost/stolen ones and possibly replacing/refurbishing the posts. This would be a 2019 project so that they are in place for the Jubilee.

Mr. Beaumont also noted that the committee is looking into creating a book of the founders.

Play/Drama – Mary Ellen Kingsland-Eckels

Wallingford Community Theater will sponsor the production itself to make the organization aspect easier. They will be writing the play themselves. They may use the Moments timeline to create the script. They visited Choate as a venue, but it is under construction. Lyman Hall is the other venue to hold the play, and they would like to have it indoors in case there is inclement weather. They have established a Mission Statement for this production. They will be seeking other grants and forms of funding, because there are many grants available, according to Ms. Kingsland-Eckels, especially at the state level. Besides the play, Ms. Kingsland-Eckels would also like to erect a historic settlement somewhere on town land, and this could involve multiple groups in town (churches, Scouts, schools, etc.). This would be an interactive area, where people would dress and act in character for the time period. "Our Town" will be the lead-in play in the fall of 2019.



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Ball – Betsy McCully

Ms. McCully said she visited the Choate venue, which can fit 500 people, but she thinks that 425 would be more comfortable. They are considering having the cocktail hour in the Student Center. The cocktail hour would be at 6:00 P.M. and the ball from 7:00-11:00 P.M. She chose the tentative menu, and Choate said it would cost \$100 per person. Ms. McCully said they are looking to set a ticket price of \$150 per person to cover costs. Other items to be determined are flowers, invitations, décor, the program, and music.

Marketing Committee – Christine Mansfield

The Committee supported the Lufbery event with press releases sent to area newspapers and social media. Coverage was applauded for the *Record-Journal's* coverage before and after the event, the Wallingford Government TV for their video compilation, and WPAA for their pre-event support.

Thanks to the donated design services of Gaylord and Tara Knapp and Laura Phipps, the committee finalized the 350 Sponsorship Forms, which are included in these minutes on the following pages.

Sponsorship meetings are planned over the summer for key businesses.

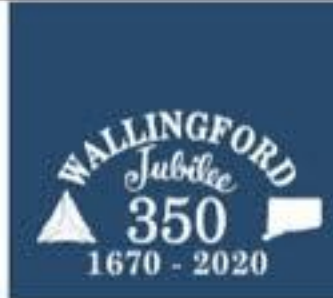
A sponsor database has been created and will be shared with the Committee heads, asking each to log their solicitations and avoid double contact. As an example, Choate and Masonicare are already sponsors.

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SPONSORSHIP OPPORTUNITIES



CORPORATE PARTNERS

All sponsors will be visible in event promotions and activities. Size of logo and frequency of appearance will be commensurate with sponsorship level. This includes banners, invitations, TV, web and social media. There are 7 Jubilee events where your support will be displayed.

GOLD **\$20,000**

- Exclusive sponsorship rights to 1 of 7 Jubilee events
- Prominent seating/location at chosen Jubilee event
- Keynote or welcoming remarks at event
- Jubilee giveaway with your company's logo

SILVER **\$10,000**

- Prominent seating/location at chosen Jubilee event
- Jubilee giveaway with your company's logo

BRONZE **\$5,000**

- Prominent seating/location at chosen Jubilee event

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SPONSORSHIP CONTRACT



CORPORATE PARTNERS

LEVEL OF SUPPORT

- GOLD..... \$20,000
- SILVER..... \$10,000
- BRONZE..... \$5,000

CONTACT INFO

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

PAYMENT

Check* Credit Card *Please make checks payable to Wallingford 350

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____ CW# _____

Signature: _____

MAIL TO

Wallingford Town Hall
45 South Main Street
Wallingford, CT 06492

Thank you for your support!

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SPONSORSHIP OPPORTUNITIES



BUSINESS SPONSORS

All sponsors will be visible in event promotions and activities. Size of logo and frequency of appearance will be commensurate with sponsorship level. This includes banners, invitations, TV, web and social media. There are 7 Jubilee events where your support will be displayed.

Gold \$2,500	Silver \$1,000
Bronze \$500	

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SPONSORSHIP CONTRACT



BUSINESS SPONSORS

LEVEL OF SUPPORT

GOLD..... \$2,500

SILVER..... \$1,000

BRONZE..... \$500

CONTACT INFO

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

PAYMENT

Check* Credit Card *Please make checks payable to Wallingford 350

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____ CW# _____

Signature: _____

MAIL TO

Wallingford Town Hall
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Thank you for your support!

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SPONSORSHIP OPPORTUNITIES



COMMUNITY FRIENDS

All donors will be listed in Jubilee documents commensurate with giving level.

Gold \$350	Silver \$100
Bronze \$50	Other \$_____

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t #Wallingford350
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SPONSORSHIP CONTRACT



COMMUNITY FRIENDS

LEVEL OF SUPPORT

- GOLD..... \$350
- SILVER..... \$100
- BRONZE..... \$50
- OTHER..... \$_____

CONTACT INFO

Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

PAYMENT

Check* Credit Card **Please make checks payable to Wallingford 350*

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____ CV# _____

Signature: _____

MAIL TO

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Publications – Tarn Granucci

Mr. Granucci reviewed the *Record-Journal* sponsorship package to reach 100% of 9 towns in print and digital audience. Its goals included:

- Create awareness leading up to the Wallingford 350 Jubilee Celebration Week
- Attract attendees to the 7 Jubilee Celebration events in June 2020
- Create a mutually beneficial partnership between Wallingford Jubilee 350 and RJ Media Group
- Ms. Bertekap added an idea to have “*Wallingford Wednesdays*” to showcase an annual “Moment” in the Record Journal.

The committee recognized the partnership value from the *Record-Journal* and publishing expertise to share.

Wallingford Jubilee 350 receives:

- Part #1: Exclusive Wallingford Jubilee 350 Commemorative Magazine - similar to format of the *Record-Journal's* 150th Magazine, 48-page magazine at no cost to Wallingford Jubilee
- Part #2: Premier Multimedia Advertising Trade Package
- Part #3: Enter to Win Contest for Wallingford Jubilee 350's Event(s) Tickets
- RJ Media Group receives exclusive Media Corporate Sponsorship and other benefits.

Parade – Dawn Lindauer

Dawn shared information from the Parade Committee's meetings including:

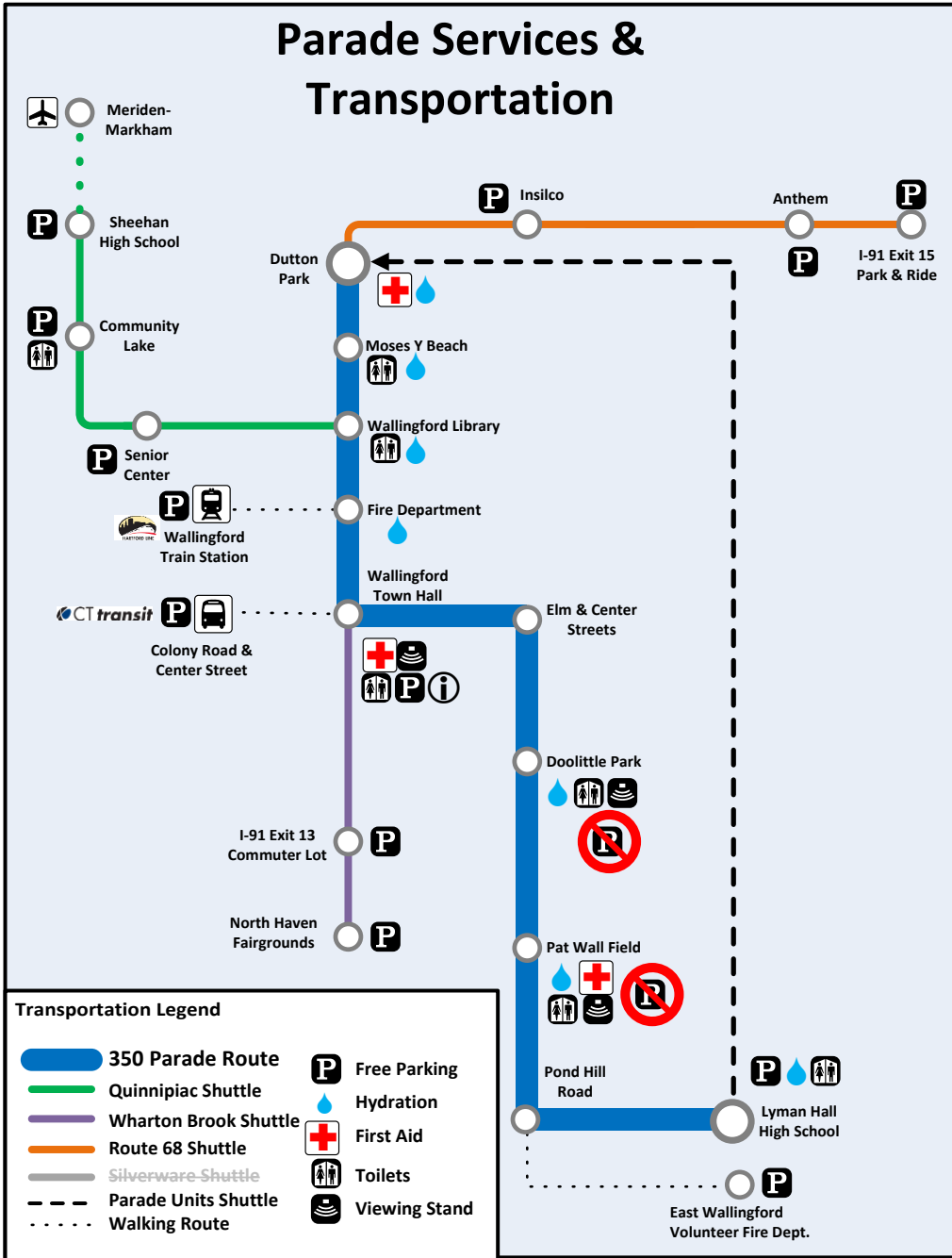
- Parade route was approved from Lyman Hall to Dutton Park (diagram attached)
- Sponsorship form was updated for parade solicitations
- Estimated budget review completed, including transportation, talent costs, portable toilets, first aid stations, communication system, parade tracking software, water and nutrition stations, bleachers and VIP seating, marketing portfolios, computers, postage and other costs (See attachment)
- Revenue update included the \$45,000 town allocation, pending final budget review, and \$425 in donations was received to be forwarded to the Comptroller and placed for Town Council acceptance at the next meeting

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Volunteers – Lori Cooke-Marra

Ms. Cooke-Marra reported that the Volunteer information session was held on May 30th to answer questions, and a Fall open house is planned for the community.

Christine Mansfield requested that all committee chairs submit budget estimates to her by July 1st.

She noted that a summer meeting will be planned for all committee chairs.

Meeting adjourned at 6:25 P.M.

Respectfully submitted,
Christina Tatta and Christine Mansfield