

PIRATE PARTY

Sponsor Fact Sheet



A SPECIAL INVITATION FOR OUR SPONSORS:

The Arc of New London County's annual Pirate Party fundraiser launches at the Mystic Arts Center on April 24, 2010.

We invite you to partner with us to make our key fundraising party a swashbuckling success!

Extended promotional window – Promotions for 2010 begin in November 2009 and run through April 2010, affording partners 6 months of promotion for every investment dollar

Direct mail – 7,000 pieces, including Save the Date cards and Newsletter mention will mail during the promotional window

Newspaper ads – 2 ads reaching a total 74,000 circulation will run in The Day

Press releases and Public Service Announcements – A press release will be distributed to The Day, The Hartford Courant, The Westerly Sun and major television and radio outlets in Southeastern Connecticut; public service announcements will be sent to major radio stations

Event exposure – Premium feature will be afforded our promotional sponsors during the Pirate Party on April 24, 2010

Web links – Sponsors at the Swashbuckler level and above will receive Web links at The Arc of New London County's Web site (www.thearcnclc.org), which enjoys growing traffic due to recent enhancements and an increased public profile for The Arc in local media

Pirate Sponsor Levels

Captain	\$5,000	20 Complimentary Tickets*
First Mate	\$2,500	10 Complimentary Tickets*
Privateer	\$1,500	8 Complimentary Tickets*
Swashbuckler	1,000	6 Complimentary Tickets*
Buccaneer	\$500	4 Complimentary Tickets*
Matey	\$250	2 Complimentary Tickets*

WHY YOUR SUPPORT MATTERS: *The Arc of New London County offers home supports, employment opportunities, life skills training, independent living options, respite and recreational programs to facilitate the full inclusion of people with intellectual and related developmental disabilities here in our Southeastern Connecticut community. Every dollar raised supports people with disabilities locally!*

Introducing the Honorary Pirate Party chair for 2010 ... director emeritus of The Arc of New London County,
Mr. Thomas Sullivan



**Ticket prices: \$50 in advance, \$60 at the door*