

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
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 displayed at event

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 flyer

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

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

Saturday, December 14, 2024
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 displayed at event

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 flyer

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 media advertising and press releases ***
 - Verbal shoutout, 3x ***
- Banner with company name and logo ***
 - 2 10' x 10' booth spaces **
 - 1 dedicated social media post ***
- Logo on stage banner, street banner *
 - Logo on volunteer t shirt ***
 - Logo on event signage ***

Silver \$8,000+

- Recognition as a prominent supporter at the silver level for media advertising and press releases ***
 - Verbal shoutout, 2x ***
- Banner with company name and logo ***
 - 10' x 10' booth space **
 - 1 dedicated social media post ***
 - Logo on stage banner *
 - Logo on volunteer t shirt ***

Bronze \$6,500+

- Recognition as a prominent supporter at the bronze level on social media and website ***
 - Verbal shoutout, 1x ***
- Banner with company name and logo ***
 - 10' x 10' booth space **
- 1 dedicated social media post per event ***

* Halloween Nightfair only

** Halloween Nightfair and Holiday Extravaganza only

*** Halloween Nightfair, Holiday Extravaganza, Wall Street Wonderland

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

	Website Recognition	10x10 Space	Logo on Flyer	Social Media Recognition	Logo Banner	Solo Social Media Post	Prominent Supporter Recognition	Verbal Shoutout	Logo on Stage Banner	Logo on Volunteer T Shirt	Logo on Event Signage	Logo on Street Banner
Spooky	X											
Trick or Treat	X	X										
Side Show	X	X	X									
Monster Mash	X	X	X	X	X							
Santas Helper	X											
Dasher and Dancer	X	X										
Deck the Halls	X	X	X									
Jingle Bells	X	X	X	X	X							
Bronze	X	X	X	X	X	X	X	X				
Silver	X	X	X	X	X	X	X	XX	X	X		
Gold	X	XX	X	X	X	X	X	XXX	X	X	X	X