Georgetown Community Fund
Holiday Parade & Festival
Sponsorship Opportunities

Sponsorship Packet issued October 2026







The Georgetown Community Association (GCA) is a 501(c)(4) nonprofit organization. EIN: 23-7176546. GCA has submitted an application to the IRS for recognition as a 501(c)(3) charitable organization; approval is currently pending.

Georgetown Holiday Parade and Festival
The Event

DATE	TIME	PLACE
Sunday, December 20, 2026	**11:00 AM – 3:00 PM**	**Parade begins at 11 AM on Main Street, Redding, CT** Followed by fun & festivities at Milestone

The Georgetown Holiday Festival is a long-standing community tradition that brings together residents, families, and local businesses to celebrate the season with festive activities for all ages.

FUN FOR ALL!

- Photos with Santa
- Hay rides
- Horses from Rising Starr Horse Rescue
- Georgetown Volunteer Fire Company
- Children's crafts
- Live music
- Seasonal refreshments
- Holiday raffles & Silent Auction

All sponsorship contributions, donations, and Festival proceeds directly support the Georgetown Community Fund, which provides essential assistance to neighbors facing financial hardship.

By becoming a sponsor, you help sustain this meaningful local event while making a tangible difference in the lives of neighbors in need.

About the Georgetown Community Fund

The Georgetown Community Fund, an initiative of the Georgetown Community Association, offers year-round support to our neighbors and community programs in times of need.

LAST YEAR'S IMPACT

15	26	400+	$12,080	$6,200
children supported	adults & seniors	attended	sponsorships & cash	in-kind

The Fund also donated to the Wilton Senior Center, The Georgetown Lions Club, and The Georgetown Volunteer Fire Company.

WHAT YOUR SPONSORSHIP LOOKS LIKE IN ACTION

"[When I was told of your generosity] I cried-not out of sadness, but out of relief, gratitude, and the overwhelming feeling that we are not alone... you've given us peace of mind, and the reminder that there are genuinely good people in the world who show up when it matters most... You have shown me the very best of this town."

Our Goal

$15,000

Help us reach our goal so we can reach even more families and keep the holiday tradition alive.

Why Sponsor?

- **Local Impact:** support programs that directly benefit your neighbors.
- **Visibility:** reach at least 400-500 engaged community members.
- **Networking:** build relationships with local families and businesses.
- **Civic Responsibility:** show your commitment to community values.

Sponsorship Opportunities

Your generosity keeps this beloved community tradition alive while advancing the Georgetown Community Fund's commitment to helping local residents in need. Each level builds on the one before it.

Premier Sponsor — $1,500+

Leading the way in community giving. All Partner and Champion benefits, plus:

- Top-tier logo placement on festival sponsor banner/signage
- Naming rights for a festival zone, e.g. "The [your name] Hot Cocoa Station"
- Dedicated Premier recognition across GCA/GCF social media
- Featured recognition in post-event sponsor thank-you communications and festival recap.

Community Champion — $750-$1,499

Making a bigger difference, together. All Partner benefits, plus:

- Dedicated social media sponsor spotlight
- Recognition in post-event sponsor thank-you communications and festival recap.
- Enhanced on-site signage at the festival
- Listed as a partner across all official event digital channels.

Community Partner — $250-$749

Supporting the spirit of community.

- Business name or logo on the GCA/GCF website sponsor page
- Group sponsor recognition on GCA/GCF social media
- Logo/Name included on the general sponsor board at the venue and on the festival website

Friend of the Festival — $100-$249

Every gift counts.

- Name on the GCA website supporter list
- Name in the festival program
- Thank-you from the Georgetown Community Fund

In-Kind Sponsor - $250+ in value.

Support the festival with goods or services such as printing, food, decorations, raffle prizes, or event support. Recognition at the matching cash level ($100-$249 Friend, $250-$749 Partner, $750-$1,499 Champion, $1,500+ Premier), plus custom acknowledgment tailored to your contribution.

Commit by Dec. 12 for inclusion on printed materials and banners.

[Please note: Contributions are not currently guaranteed to be tax-deductible as charitable contributions. Deductibility may depend on the outcome and effective date of the IRS determination.

How Your Gift Makes a Difference

Your generosity directly supports neighbors in need and local programs — especially during the holiday season, when a little help can make a big difference.

Donation Level	What Your Gift Can Provide
$250+	• Helps neighbors facing financial hardship with essential needs such as groceries, utility bills, heating assistance, transportation, or household expenses. • Provides holiday gifts, groceries, and gift cards to local individuals, seniors, and families. • Supports community programs and events that bring neighbors together.
$750+	• **Provides** meaningful assistance to individuals and families experiencing temporary financial hardship, including rent, heating, utilities, or emergency expenses. • Helps sponsor families through our holiday giving program. • Supports expanded community outreach and seasonal programs that bring warmth and cheer to the community.
$1,500+	• Sustains year-round support for residents and programs that make our town thrive • Provides substantial emergency assistance to neighbors experiencing financial crisis. • Sustains year-round community initiatives and programs that strengthen connections and the community a better place to live.
$250+ In-Kind Donations	• Provides goods, services, supplies, or experiences that directly support our holiday events and community programs. • Helps offset event expenses, allowing more funds to go directly toward helping neighbors in need. • Supports community celebrations through donated raffle items, gift cards, merchandise, professional services, and other contributions.

Ready to become a sponsor?

We welcome both individual and business sponsors who share our commitment to community and supporting neighbors.

1. Make Your Commitment

We ask all sponsors to complete our Sponsorship Commitment Form.

Complete the form to let us know how you'd like to support the festival.

Sponsorship Commitment Form

2. Submit Your Sponsorship Payment

We currently accept sponsorship contributions by check only.

Make checks payable to:
Georgetown Community Association
Memo line: Georgetown Community Fund

Mail to:
Georgetown Community Association
c/o Georgetown Community Fund
P.O. Box 4
Georgetown, CT 06829

3. Questions? We're Here to Help!

For questions or additional information, please reach out to either of our committee contacts:

Bonnie Sassano-Troy - (203) 520-2169

Melanie Jarvis - (207) 215-4291

gcfund.ct@gmail.com

www.gca-ct.org

Prefer to make a donation instead of sponsoring?

Not every contribution needs to be a sponsorship! If you'd like to support the Georgetown Community Fund without selecting a sponsorship level, we welcome donations of any amount. Every gift helps us support Georgetown-area neighbors in need and strengthen our community.

Donate Online: Simply scan or click on the QR code → to make a secure online donation.

Donate by Check: Please make checks payable to **Georgetown Community Association and include "Georgetown Community Fund"** in the **For/Memo line**.

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Thank you
for helping us make the holidays brighter for our neighbors!



GEORGETOWN COMMUNITY FUND
HOLIDAY FESTIVAL

KEEPING LOCAL FAMILIES IN OUR HEARTS

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Ridgefield
Redding
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GCA 544
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