



Dear Potential Sponsor,

First Night is a non-profit special event that was originally started by the City of Hartford in 1989. Eventually the event was turned over to a volunteer board which established a non-profit organization with 501 (c) 3 status.

For almost three decades, First Night Hartford has been Hartford's premier New Year's Eve party; a friends and family- friendly, multicultural, artistically unique, alcohol-free New Year's celebration with countless professional musicians, artists, performance groups and exhibits that inspire thousands of people of all ages to attend each year. The audience served each year averages 10,000 – 15,000 attendees. Demographics include infants to seniors, generations of families, all races and ethnicities, all income levels, local residents as well as visitors from the suburbs and all over Connecticut and a little beyond. Each year on average we

hire approximately 150 talented local and regional artists which are showcased at over 20 performance areas downtown.

There is no other organization that produces a New Year's celebration in Hartford or the surrounding area such as the annual First Night Hartford. Our programming consists of diverse regional and local artistic talent at multiple indoor and outdoor venues in downtown Hartford including churches, historic landmarks from 2PM until Midnight, with two fireworks displays at 6PM and Midnight in Bushnell Park.

Festivals such as First NightHartford make a difference each year by giving people in Hartford and surrounding communities an opportunity to spend the holiday in a safe, family and friends-friendly environment that is alcohol free in a shared cultural experience for all ages. First Night also brings community leadership together, attracts visitors, encourages downtown businesses to participate in a constructive manner, displays community-wide acceptance, generates dynamic attitudes, gives volunteers a meaningful way to spend the holiday, fosters good public relations, has a positive social impact on the community, and contributes to local economic support.

We know you receive many sponsor requests throughout the year, however, we urge you to consider donating to year's First Night Hartford event. It's truly a unique opportunity for your company to participate in an event whose only goal is a good time for all. Affiliating your company with First Night Hartford provides your company with a prime opportunity to connect efficiently and effectively with the people in the Greater Hartford area.

We would like to bring the 28th Annual First Night Hartford to Hartford on Saturday, December 31, 2016. In order to do so, we invite potential sponsors to please take a look at our sponsor opportunities on our website www.firstnighthartford.org or email info@firstnighthartford.org with questions.

Thank you in advance.

Sincerely,
First Night Hartford Board of Directors