



March 2018

Dear Friends,

First Night Hartford is celebrating 30 years this year on New Year's Eve and we would like you to be a part of this significant milestone event!! Please join us now.

We know you receive many sponsor requests throughout the year, but we encourage 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 you with a special opportunity to connect efficiently and effectively with the Greater Hartford population.

For 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 –12,000 attendees. Demographics include infants to seniors, generations of families, all races and ethnicities, all income levels, local residents and visitors from the suburbs and all over Connecticut and a little beyond.

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. Each year on average we hire approximately 150 talented local and regional artists offering an array of diverse entertainment showcased at over 20 performance areas in downtown Hartford. Our programming consists of diverse regional and local artistic talent scheduled at multiple indoor and outdoor venues in downtown Hartford including churches, historic landmarks, museums, and the library. The events happen at times between 2 PM until Midnight, with two fireworks displays at 6PM and Midnight in Bushnell Park in downtown Hartford.

Festivals such as First Night 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. 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.

Please commit now, in advance, to reap the benefits of your support of this 30th anniversary. We invite you to please view sponsor opportunities on our website www.firstnighthartford.org. Or to make a small donation – simply click on our [donation page](#) to pay any amount via PayPal. **We look forward to celebrating on Monday, December 31, 2018!!**

Feel free to contact us via email info@firstnighthartford.org or phone 860.727.0050. First Night is a non-profit event that was originally started by the City of Hartford in 1989. As the event continued, it was turned over to a volunteer board which established a non-profit organization with 501 (c) 3 status.

Sincerely,

First Night Hartford Board of Directors