



2024 Londonderry Old Home Day Sponsorship Information

Londonderry's annual Old Home Day celebration is a four-day event to be held **August 14-17, 2024**. This year, the Town is observing the 125th anniversary of the creation of New Hampshire's Old Home Day tradition, and Londonderry is proud to be one of the few communities in the state who have observed this tradition since its inception in 1899. We are proud to invite you and your business/organization to be a part of this year's Old Home Day. Sponsorships are crucial to the success of Old Home Day, and we are grateful for the groups who support us year after year, and hope you will consider becoming one.

Our Old Home Day events are a unique and valuable opportunity to gain exposure for your products and services. **Last year, our events were attended by more than 16,000 people from Londonderry and surrounding communities and reached an audience more than 4x that size on our website and social media.** Your participation demonstrates your commitment to continuing Londonderry's Old Home Day tradition and supporting the Town's largest event.

In honor of our 125th anniversary, we are pleased to announce that we have expanded our sponsorship opportunities with two new sponsorship tiers. We hope you choose to be part of this year's expanded celebration.

BRONZE – \$150

- Recognition on the Old Home Day Facebook page and on the Old Home Day page on the Town website

SILVER – \$250

- All benefits of Bronze sponsorship
- Business/organization name listed on Saturday's events & map brochure
- Entry into a drawing where one winner will receive Platinum-level benefits (*sponsorship must be received by June 30 to be eligible*)

GOLD – \$500

- All benefits of Silver sponsorship
- Business/organization name listed in all promotional materials for Old Home Day 2024
- A guaranteed booth space on the Town Common with electricity for Saturday's event
- Special thank you call-out on the Old Home Day Facebook page in July

PLATINUM – \$1000

- All benefits of Gold sponsorship
- A prime location at the beginning of the parade, should you choose to participate, as well as a special shout-out by the announcer
- Business logo featured in all promotional materials for Old Home Day
- Business logo featured prominently in posters on the bandstand on the Town Common on Saturday
- Business logo and link featured on the Old Home Day page on the Town website

PREMIERE – \$2500 or more (*limited number available*)

- All benefits of Platinum sponsorship
- Business logo featured on Old Home Day t-shirts provided to volunteers and sold to the public
- Business logo and shout-out in Londonderry Town Lantern
- Named sponsorship of a designated event (such as the 18+ activities area, softball tournament, senior bingo & barbecue, kids zone, etc.)
- Reserved seats for four in a designated VIP viewing area at Friday's Fireworks & Food Truck Alley



2024 Londonderry Old Home Day Sponsorship Registration Form

Business/Organization Name:

Business/Organization Address:

Contact Name:

Contact Phone:

Email:

Alternate Email:

DONATION LEVEL: (please check one)

Bronze

Silver

Gold

Platinum

Premiere

**If requesting a Premiere level sponsorship, please reach out to OldHomeDay@londonderrynh.org before submitting this form*

PARADE INFORMATION (All levels are eligible to participate; Platinum and Premiere receive guaranteed early placement)

Yes, we will participate

Number of vehicles: (max 2)

Approximate number of marchers:

Using Music/Sound?

Yes

No

Parade Contact:

Parade Contact Email:

Parade Contact Cell:

Not sure if we will participate (we will contact you in July to confirm)

No, we will not participate

BOOTH INFORMATION (Gold and above)

Yes, we will have a booth

Will you have food?

Yes

No

Description of Booth Display:

Aside from food vendors, all booths must provide family-friendly games, activities, prizes, entertainment, and/or giveaways (company swag alone is not sufficient). Sponsors may sell products/services provided this requirement is met. The purpose of this is to ensure a small-town, family-friendly atmosphere and to make sure that there are plenty of things for children and families to engage with on the Common and at the Lions Hall. Please see the 2024 Saturday Registration Form for full details and guidelines.

If selling something, please describe:

Please make checks payable to **Town of Londonderry – Old Home Day**. Please register by June 30, 2024 in order to maximize your public recognition for being a sponsor. You may return this form via mail or in person by dropping it off to Kirsten Hildonen, Administrative Support Coordinator, second floor of Town Hall next to Public Works & Engineering.

Mailing Address: Town of Londonderry - Old Home Day
268B Mammoth Road
Londonderry, NH 03053

Tax ID number: 02-6000499

Thank you in advance for your generous donation. If you have any questions or concerns, please reach out to us at OldHomeDay@londonderrynh.org or (603) 432-1100 x153.