

BLUE MONDAY

Stonington Education Fund, Inc.
Blue Monday Concerts
PO Box 1922
Pawcatuck, CT 06379

October 2024

Re: Request for Concert Sponsorship – Blue Monday Concert Series, Mystic River Park

Dear Friends of Blue Monday-

Thank you for considering sponsorship of a concert. Sponsorship delivers great benefits and value. The bands are top tier, regional performers playing Blues, Jazz, Country and Western and Rock 'n Roll.

- 1) Family friendly free concerts (6:00 pm to 8:00 pm, no alcohol) in an amazing location (the Mystic River Park). The crowd tends to a mature/older audience.
- 2) Financial support to two local non-profits that address education and human needs.
- 3) Excellent promotion opportunity for the sponsor.

Concert series costs are primarily covered by grants, therefore sponsor dollars will drop to the bottom line and flow through to the non-profit agencies supported: the Pawcatuck Neighborhood Center (food bank, human needs) and the Stonington Education Fund (music education).

What other sponsorship opportunity provides so much value? Free concerts, financial support of non-profit organizations and the opportunity to promote your message to a large audience!

To enjoy all sponsor benefits, please commit by April 1, 2025. Over the past 18 years Blue Monday has produced over 75 free concerts and distributed over \$170,000 to the PNC and SEF.

The 2024 series was a success with 3 free concerts, plus a profit of over \$10,000; which was fully distributed 70/30 to the Stonington Education Fund (for music education in Stonington Public Schools) and the Pawcatuck Neighborhood Center (for food bank support).

The concerts are a fundraiser with a split 30/70 between the Pawcatuck Neighborhood Center (food pantry) and the Stonington Education Fund (music education in Stonington's schools). Sponsorship includes a banner and a few minutes at the microphone (if you wish). Attendance historically is about 500 people. The concerts are family friendly (no alcohol). Mystic River Park is located in the center of Mystic. Blue Monday Concerts are a Mystic tradition that began in 2004 (no concerts in 2020 and 2021). The concerts are a great sponsorship value because they provide both free concerts, and monetary support to local non-profits.

Please contact us so we can discuss further (860-961-6610 - Toby Halsey).

Sincerely,
Blue Monday Concerts, an affiliate of the Stonington Education Fund, Inc.
Toby Halsey, volunteer / thalsey113@yahoo.com
Courtney Moore, volunteer / courtney@cmbcreativegroup.com



BLUE MONDAY

SPONSORSHIP OPPORTUNITIES

- Full Series Sponsor** \$5,000
Includes banners at all three concerts, three social media posts on Blue Monday Facebook page, and microphone time during introduction.

- Concert Sponsor** \$3,000
Includes banner at one concert, one social media post on Blue Monday Facebook page, and microphone time during introduction.

- Concert Co-Sponsor** \$1,500
Includes banner at one concert, one social media thank you on Blue Monday Facebook page, and microphone time during intermission.

- Friend of Blue Monday Sponsor** \$500
One social media thank you on Blue Monday Facebook page.
Verbal thank you from the band on concert nights.

To enjoy all sponsor benefits, please commit by May 1, 2024.

Please make check payable to Stonington Education Fund, Inc. and mail to Blue Monday Concerts • PO Box 1922, Pawcatuck, CT 06379

CONCERT SERIES DETAILS:

Stonington Education Fund, Inc. a 501c3 Corporation, 06-1421749

Location – Mystic River Park, Cottrell Street, Mystic (family friendly, no alcohol) Free, open to all, 6:00 - 8:00 PM

Goal – produce great concerts while raising funds for music education and the Pawcatuck Neighborhood Center.

Sponsors include: Judi Caracausa, ASA Environmental, Chelsea Groton Bank, Rotary of Mystic, Masonicare of Mystic, Cross Sound Ferry Service, L+M Hospital, Pfizer, Gwenmor Marina, Valenti Family of Dealerships, and many more!

Blue Monday Concerts are free, family friendly events held outdoors at the Mystic River Park. Concerts have the generous support of sponsors (individuals, businesses and foundations) which allows Blue Monday to fund music education in our local schools, and provide food assistance to the neediest in our community.

Blue Monday is part of the Stonington Education Fund, a 501(c)3 non-profit that seeks to promote excellence in Stonington's Public Schools through effective use of private donations and grants.

All concert attendees are also welcome to bring a jar of peanut butter or any other non-perishable canned good to the show for donation to the Pawcatuck Neighborhood Center food pantry.

