



Halfmoon

CELEBRATIONS

Association, Inc.

2 Halfmoon Town Plaza, Halfmoon, New York 12065

January 2024

Dear Sir or Madam,

The Halfmoon Celebrations Association is in the process of organizing its annual events calendar for the Town of Halfmoon and surrounding neighbors for 2024. These events include the Easter “Egg”Stravaganza, Harvest Festival, Holiday Memories Tree Lighting Ceremony, Jingle Bell Bash, Marketplace on Candy Cane Lane, An Evening with Mrs. Claus, Drive-in Movies and Concerts in the Park just to name a few. The events held throughout the year are meant to provide free family oriented safe activities for the community.

Halfmoon Celebrations is a not-for-profit organization run by a group of volunteers who are committed to delivering these free family-fun events in a secure, safe and friendly environment that builds on the foundation of a strong, neighborly community. The Association takes pride in providing these programs for over 35 years and each year we ask our local businesses to help support our mission by sponsoring these amazing events.

Last year’s events were a huge success, and we are asking for your assistance to make this year just as successful and even better than the last. We have many new ideas to offer the community of Halfmoon and the neighboring communities, but these events cannot take place without your charitable support.

Sponsorship for these events should be mutually beneficial, so with your sponsorship, you will receive the following:

- Your company logo/name placed on our thank you banner that hangs on the town park stage all year.
- Your company logo/name placed on our website and linked to your website.
- Your company name will be listed in our yearly brochures that are handed out at events, displayed and available at the Halfmoon Town Hall and available at various locations throughout the community.
- Your company will be publicly thanked at the end of the event year at a Town Board meeting and documented as part of the board meeting notes.
- Your company is welcome to attend each event and/or have an outdoor space for a booth setup to promote your company. **We ask that you give us two weeks’ notice prior to any event if you plan on attending, therefore we can be prepared for you.**
- Your company outdoor space and table fees will be waived for each event.
- And finally, your company name will be publicly acknowledged at each event.

Our sponsorship fee has not changed in over 17 years and due to the levels of inflation and our events getting bigger it is vital for us to raise our sponsorship fee to **\$600.00** per year. Please note that According to the Internal Revenue Service (IRS), donations to civic leagues or other section 501(c)(4) organizations are generally not deductible as charitable contributions for federal income tax purposes. However, they may be deductible as trade or business expenses, if ordinary and necessary in the conduct of the taxpayer’s business. Such as advertising costs, however you should consult your tax professional for specific advice on how to apply your donation to your taxes. If you are interested in being a sponsor or have questions about our organization, please contact Dave Maxfield at 518-496-4530 or email us at halfmooncelebrations@gmail.com. We appreciate your support of our mission, the organization and the community we serve. We look forward to hearing from you soon.

Sincerely,

David Maxfield

David Maxfield, President and Volunteer

Kristen Woodworth

Kristen Woodworth, Vice President and Volunteer



SPONSORSHIP APPLICATION 2024

Please complete the information below
and mail it along with your check for **\$600.00**
payable to **Halfmoon Celebrations Association, Inc. to:**

**Halfmoon Celebrations Association, Inc.
2 Halfmoon Town Plaza, Halfmoon, New York 12065**

____ Returning Sponsor ____ New Sponsor

It would be greatly appreciated if we could receive your sponsorship by March 29, 2024.

Company Name: _____

Contact Mailing Address: _____

Contact Name for Logo: _____

Contact Phone Number: _____

Contact Email: _____

Company Website: _____

Thank you again for your support!

