

# Mardi Gras

March 4, 2025

**Event Sponsorship  
Benefits &  
Recognition**



Literacy



Community



Economic Empowerment

**nhfpl** FOUNDATION

NEW HAVEN FREE PUBLIC LIBRARY

[nhfpl.org/about/foundation](http://nhfpl.org/about/foundation)

# Why the New Haven Free Public Library?

## A STRONGER LIBRARY MAKES A STRONGER COMMUNITY

The New Haven Free Public Library (NHFPL) is a community pillar of learning, exploration and inspiration. It stands proud in declaring, “Everyone is welcome here.” **Your support helps us build a stronger New Haven.**

With its network of neighborhood libraries, 24/7 digital resources, and Readmobile crisscrossing the city; hundreds of personalized skill-building workshops; year-round free family-friendly programs; and a dedicated library staff, the NHFPL is, for those who seek a respectful and vibrant community to help them build their futures, a family – growing together with you – now, tomorrow, and for years to come.



Mardi  
Gras



# Mardi Gras Sponsorships

A fun, festive way to support the library

**Mardi Gras**, the New Haven Free Public Library Foundation's signature fundraising event, will be held on **Tuesday, March 4, 2025** at the Ives Branch Library in Downtown New Haven. The rain date is **Friday, March 7, 2025** at the same location.



## Presenting Sponsor (\$10,000.00)

- 8 tickets to the 2025 Mardi Gras Celebration
- Company logo on marketing materials, invitations + program cover
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media\* post highlighting company sponsorship  
\*(5,000+ followers)
- Company logo in NHFPL "Happenings" e-newsletter\*  
\*(13,000+ subscribers)
- Full page color ad in event program book (4.75"W x 7.5"H)

## Royal Court (\$5,000.00)

- 6 tickets to the 2025 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media\* post highlighting company sponsorship  
\*(5,000+ followers)
- Company logo in NHFPL "Happenings" e-newsletter\*  
\*(13,000+ subscribers)
- Full page ad in event program book (4.75"W x 7.5"H)

## Krewe of Rex (\$3,000.00)

- 4 tickets to the 2025 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Company name mentioned during event
- Dedicated social media\* post highlighting company sponsorship  
\*(5,000+ followers)
- Full page ad in event program book (4.75"W x 7.5"H)

## Krewe of Orpheus (\$1,000.00)

- 2 tickets to the 2025 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Company logo in Mardi Gras promotional emails
- Company logo on Mardi Gras web page
- Half page ad in event program book (4.75"W x 3.25"H)

## Gold Bead (\$500.00)

- 2 tickets to the 2025 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Company listing in NHFPL Annual Report
- Half page ad in event program book (4.75"W x 3.25"H)

## Silver Bead (\$300.00)







- 2 tickets to the 2025 Mardi Gras Celebration
- Company listing in Mardi Gras promotional emails
- Company listing on Mardi Gras web page
- Quarter page ad in event program book (2.25"W x 3.25"H)

Mardi Gras sponsorship supports the incredible work of the New Haven Free Public Library and highlights your company or organization's philanthropic spirit.

# Sponsorship: Recognition



## Sponsorship: Recognition

Recognition	Presenting 	Royal Court 	Krewe of Rex 	Krewe of Orpheus 	Gold Bead 	Silver Bead 
Company logo on marketing materials, invitations and program cover	•					
Company Listing in mardi Gras promotional emails	•	•	•	•	•	•
Company listing on Mardi Gras web page	•	•	•	•	•	•
Company listing in NHFPL Annual Report	•	•	•	•	•	
Company logo in Mardi Gras promotional email	•	•	•	•		
Company logo on Mardi Gras web page	•	•	•	•		
Company name mentioned during event	•	•	•			
Dedicated social media post highlighting company sponsorship (5,000 followers)	•	•	•			
Company logo in NHFPL "Happenings" e-newsletter (9,000+ subscribers)	•	•				
<b>Program Book Ads *</b>						
Full page color ad on inside cover (4.75"W x 7.5"H)	•					
Full page ad in event program book (4.75"W x 7.5"H)		•	•			
1/2 -page ad in event program book (4.75"W x 3.5"H)				•	•	
1/4 -page ad in event program book (2.25"W x 3.25"H)						•
<b>Tickets</b>						
Complementary tickets to the event	8	6	4	2	2	2



**March 4, 2025  
Ives Main Branch 133  
Elm Street New  
Haven, CT 06510**

## **2025 SPONSORSHIP FORM**

**Return by February 20, 2025**

Thank you for supporting the New Haven Free Public Library by sponsoring our Mardi Gras 2025 celebration! Please fill out the form below.

Contact Name: \_\_\_\_\_

Company Name as it should appear in marketing materials: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Do you require an invoice? (circle one): Yes No

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ 4 digit code \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks should be made payable to the New Haven Free Public Library Foundation and mailed to:  
New Haven Free Public Library Foundation c/o Manmita Dutta, Director of Advancement 133 Elm Street  
New Haven, CT 06510

### **SPONSORSHIP LEVEL**

-  Presenting .....
-  Royal Court .....
-  Krewe of Rex .....
-  Krewe of Orpheus .....
-  Gold Bead .....
-  Silver Bead .....

### **ADVERTISEMENT SIZE**

- Full Page Inside Cover (4.75" W x 7.5"H)
- Full Page (4.75" W x 7.5"H)
- Full Page (4.75" W x 7.5"H)
- Half Page (4.75" W x 3.25"H)
- Half Page (4.75" W x 3.25"H)
- Quarter Page (2.25"W x 3.25"H)

**\*Program ads are due by February 20, 2025.**

**Please email your ad as a 300 pixel per inch file in RGB color. Format as a jpeg or PDF to Manmita Dutta at [mdutta@nhfpl.org](mailto:mdutta@nhfpl.org)**

If you have any questions about your sponsorship benefits or need more information about the event, please contact Manmita Dutta, Director of Advancement at [mdutta@nhfpl.org](mailto:mdutta@nhfpl.org).

*This sponsorship is made in consideration of the representation of the New Haven Free Public Library Foundation, a 501(c)(3) tax exempt public charity, Federal Tax ID# 06-1283798*



March 4, 2025 Ives  
Main Branch 133 Elm  
Street New Haven, CT  
06510

## 2025 DIGITAL PROGRAM BOOK ONLY

Return by February 20, 2025

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Advertisement Level: \_\_\_\_\_ Do you require an invoice? (circle one): Yes No

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ 4 digit code \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks should be made payable to: New Haven Free Public Library Foundation and mailed to:

New Haven Free Public Library Foundation  
c/o Manmita Dutta, Director of Advancement  
133 Elm Street  
New Haven, CT 06510

LEVEL	ADVERTISEMENT SIZE	PRICE
Half Page .....	4.75" W x 7.5" H	\$300
Quarter Page .....	2.25" W x 3.25" H	\$150

**\*Program ads are due by February 20, 2025.**

**Please email your ad as a 300 pixel per inch file in RGB color. Format as a jpeg or PDF to Manmita Dutta at mdutta@nhfpl.org**

*This sponsorship is made in consideration of the representation of the New Haven Free Public Library Foundation,  
a 501(c)(3) tax exempt public charity, Federal Tax ID# 06-1283798*