

Why Sponsor West Hartford Hauntings?



REAL HISTORY. SCARY SETTING.

WEST HARTFORD HAUNTINGS

October 19, 20, 26 & 27

- Six Dates in 2024: October 17, 18, 19, 24, 25, & 26
- Expected attendance – Over 1,000 visitors participate.
- 64 tours are conducted throughout the run of the event over two weekends. Sponsors are thanked at the beginning of each tour.
- As our largest event of the year, *West Hartford Hauntings* draws interest from people throughout Connecticut.
- Each year, *Hauntings* fosters a spirit of community and camaraderie during a spooky, hectic season.
- Directly support a diverse and important historical-based event that is both memorable & fun.





2024 Sponsorship Opportunity

WEST HARTFORD HAUNTINGS SPONSORSHIP

- Corporate logo on all promotions related to the 20th Annual *West Hartford Hauntings*.
- Corporate logo incorporated into all 2024 *West Hartford Hauntings* print materials including the program given out to 1000+ participants.
- Prominent logo recognition on a digital monitor in Blue Back Square (West Hartford) for 2 months.
- Digital recognition on the Museum website and other online materials.
- Social Media recognition on Facebook and Instagram platforms.
- Complimentary Museum Admission for employees.

Marketing & Outreach



Patch

Hartford Courant

- The Noah Webster House issues a press release to generate coverage for the 20th Annual *West Hartford Hauntings* in newspapers and online platforms and coordinates closely with vendors and participating businesses to promote relevant updates and highlights.
- The museum advertises *West Hartford Hauntings* and its sponsors 24/7 on an electronic monitor in the active Blue Back Square area in downtown West Hartford.
- Your company logo will be featured on the 24"x48" screen in the heart of the Square for 2 months leading up to and after *West Hartford Hauntings*.
- Company logo on display along North Main Street throughout the run of the 20th Annual *West Hartford Hauntings*



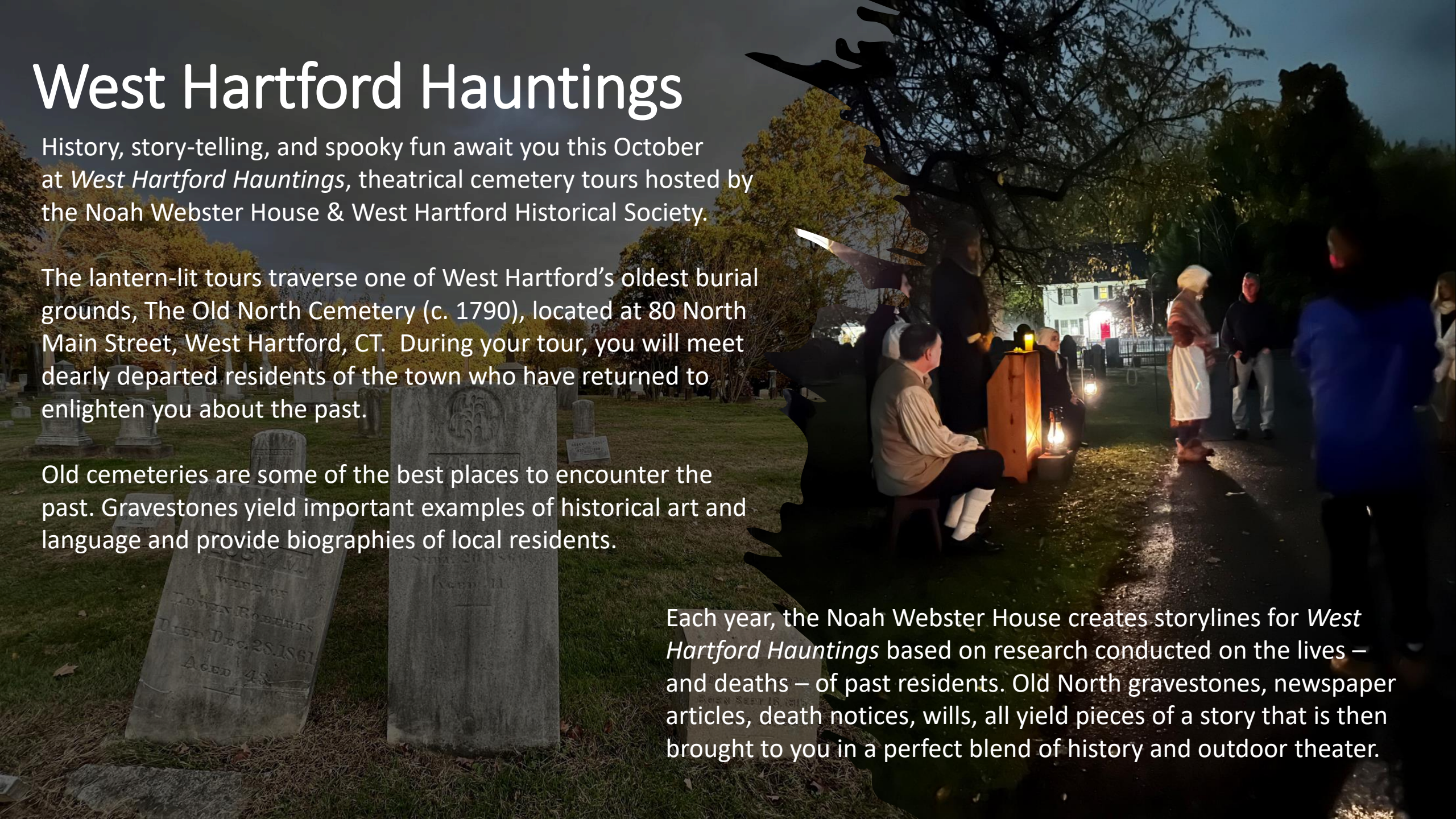
West Hartford Hauntings

History, story-telling, and spooky fun await you this October at *West Hartford Hauntings*, theatrical cemetery tours hosted by the Noah Webster House & West Hartford Historical Society.

The lantern-lit tours traverse one of West Hartford's oldest burial grounds, The Old North Cemetery (c. 1790), located at 80 North Main Street, West Hartford, CT. During your tour, you will meet dearly departed residents of the town who have returned to enlighten you about the past.

Old cemeteries are some of the best places to encounter the past. Gravestones yield important examples of historical art and language and provide biographies of local residents.

Each year, the Noah Webster House creates storylines for *West Hartford Hauntings* based on research conducted on the lives – and deaths – of past residents. Old North gravestones, newspaper articles, death notices, wills, all yield pieces of a story that is then brought to you in a perfect blend of history and outdoor theater.







NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

The Noah Webster House & West Hartford Historical Society is a 501(c)(3), non-profit organization, established in 1965.

The historic house was constructed c. 1720 and is registered as a National Historic Landmark. It is the birthplace of Noah Webster, an American lexicographer, author, political activist & “the Father of American Education”. Webster’s most significant achievements include the creation of the “Blue Back Speller” (1783) which revolutionized American education and sold over 100 million copies, as well as the American Dictionary of the English Language (1828) which is still published in present-day by the Merriam-Webster Company.

The museum’s educational offerings include American history, geography, civics, and community life in Connecticut and the United States during the 18th century. Student programs offer unique, hands-on learning experiences for thousands of visiting school children each year.

