

About The Event

Join the Greater Hartford Host Lions Club and as many as 200 guests for the 2019 edition of Lions, Libations, and Cheer...Oh My!, a charity wine, beer and sprits tasting event, on Friday, October 18th from 6PM-9PM at the West Hartford Town Hall Auditorium.

Participants will enjoy sampling fine wines, craft beers, fine liquors and hors d'oeuvres, from over twenty-five local and national merchants. The evening will also feature entertainment by the Straight-up Jazz Trio, a Connecticut-based piano trio playing mostly standards, performing since 2014. There will be raffles, prizes, an auction, and a "wine pull".

Tickets will be available for \$40 in advance and \$50 at the door. 100% of the proceeds from the event will be donated to CRIS Radio, Foodshare, Oak Hill School, and the American School for the Deaf.



The Greater Hartford Host Lions Club

Formed from the merger of the West Hartford Lions Club (founded in 1946) with the Hartford Host Lions Club (founded in 1922) The Greater Hartford Host Lions Club helps make our community a better place to live through our members' volunteering and fundraising efforts. Each year, the Club awards multiple \$2,500 college scholarships to graduating high school seniors in the Hartford area. The Club also raises funds annually for many local and national nonprofits, including Oak Hill School, The American School for the Deaf, Fidelco Guide Dog Foundation, Foodshare, The Village for Families and Children, CLERF, the Lions Low Vision Centers, and CRIS Radio. Our members perform eye screenings for senior citizens, elementary school and pre-school children, and we pay for eye exams and new glasses for adults and children in need. 100% of the money we raise is returned to the community in the form of donations and service projects.

Without the generous support of people like you in the community, none of this would be possible.

We thank you.



In partnership with:



We are proud to support:

FOODSHARE

**LIONS, LIBATIONS,
and CHEER...**

OH, MY!

A charity wine, beer and spirits
tasting event presented by
The Greater Hartford Host Lions Club

October 18, 2019



Marketing Reach

- Promotional materials to include posters, lawn signs, counter cards, tickets
- www.lionslibationsandcheer.com
- Eventbrite online ticket sales & promotion
- Bishop's Corner banner
- Facebook advertising and social media campaign
- Advertising in the Lions District 23B District Spirit magazine and email blasts to the members of the District 23B Lions Clubs
- Public relations in local media: iHeart Radio, West Hartford Life, Weha.com, West Hartford News, WHCTV, Hartford Courant Towns, etc.
- Marketing partnerships with the West Hartford Chamber of Commerce/FLOW, MetroHartford Alliance/HYPE, Foodshare, American School for the Deaf, Oak Hill School and CRIS Radio

Partnership Opportunities

Presenting Sponsor.....\$1,000

Presenting Sponsors receive all of the benefits of an Event Sponsor and Supporter, plus:

- Category exclusivity
- Name and logo as a Presenting Sponsor on all promotional and event materials
- Promotional space at the event
- Company banner prominently displayed at the entrance to the event
- On stage speaking opportunity at event
- Four additional event tickets (eight total)

Event Sponsor.....\$500

Event Sponsors receive all of the benefits of a Supporter, plus:

- Name and logo as an Event Sponsor on event posters and flyers
- Social media mentions
- Logo on on-site banners
- Opportunity to place collateral in gift bags
- Two additional event tickets (four total)

Supporter.....\$250

- Listing on event tasting program
- Listing and link on event website
- Signage at your business that recognizes your support
- Two event tickets

Auction Sponsor

Items with a minimum value of \$75 may be donated for the silent auction. Auction Sponsors will be recognized on event signage.

Food Sponsor

Local restaurants interested in promoting their business can have the opportunity to distribute samples from their menu at the event. A table and linens will be provided. Food Sponsors must bring enough samples for 200 event attendees. Additional benefits include:

- Listing on event tasting program
- Logo on event posters and flyers
- Listing on event website