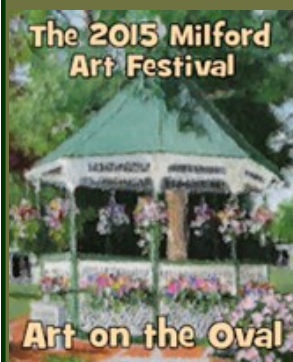


Working to promote, revitalize, and enhance the historic, social and economic vitality of Milford since 1992.



2016 Community Partnership Benefits



Identification & Exposure for your business:

- Community Partnerships are limited to 5 Partners, Industry-exclusive.
- Community Partner logos will appear in the “Granite Town News” e-newsletter sent bi-monthly to over 1503 subscribers, the MIT website, Milford Pumpkin Festival website, MIT & Milford Pumpkin Festival Facebook & other social media, and email signatures.
- Community Partners will be mentioned in all press releases.
- Community Partners banners may be displayed at all MIT events - 6+ total annual events.
- Community Partners will be featured in “Granite Town News,” and in a press release naming you as a corporate partner of MIT sent to an expanded media list.

Event Sponsorships Included in Partnership Benefit:

- Community Partners receive recognition as a sponsor at **all** MIT events including the Taste of Milford, Milford Pumpkin Festival and other annual events.
- Community Partners may display their company banner at MIT events.
- Community Partners have preferred choice of booth space or event participation including the Pumpkin Festival.
- Company participation at any level desired -such as running activities at events.
- About the 2015 Milford Pumpkin Festival
 - 35,000+ Attendees
 - Voted Souhegan Valley’s “Best “Local Event” 2014 and 2015
 - Voted Best Community Event by Hippo Readers, 2010-2014
 - Participation by 40+ Community Groups, 300 +Volunteers, 140+Vendors
 - Annually generates over \$2 million in local revenue for Milford businesses.
 - Media exposure for your company’s logo- statewide, Boston market & northern Massachusetts, and throughout New England.

Results: A big Return on your \$1500 investment:

Community Partners receive year-round marketing, including press releases and news articles for each MIT coordinated event, all publicity, social media and much more!

- E-newsletters stats 2015—32 e-newsletters were sent to 1503 subscribers in 2015. Average open/click rate of 37%, which is nearly double than the nonprofit industry standard open/click rate of 20%.
- Social Media –Milford Pumpkin Festival Facebook page currently has 3513 fans and the Milford Improvement Team Facebook page has 1,165 fans. The Milford Improvement Team sees an average of 6 new fans per week. MIT also utilizes Twitter, Flickr, Linked In and Pinterest.
- Email-Community Partner logos are on all MIT outgoing emails
- Print: Community Partner logos will have presence in The Cabinet Press Pumpkin Festival Guide, with a circulation of 33,000, plus 1000s of additional copies available at the festival.
- ...and more!