



Bring Night Fall to Life

Sponsor Night Fall 2026

Saturday October 3, Bushnell Park (Planned)

Each fall, Night Fall transforms Hartford's city parks into a stage alive with art, light, and storytelling. Thousands of people come together for this one-of-a-kind outdoor performance that celebrates community, creativity, and connection. What started as a dream more than a decade ago has become one of Hartford's most beloved traditions. Night Fall is a free, family-friendly performance that reflects the heart and soul of our city.

Night Fall 2026 invites us into a magical story of renewal and collective action. This year's original production follows a young Cricket and a meadow in distress, where the flowers have stopped blooming and the long-awaited festival cannot begin. That spirit will shape the entire feel of the event. As the community rediscovers its shared rhythm, the story will carry audiences through darkness, discovery, and transformation into a final shared celebration filled with color, music, and wonder. Night Fall 2026 is a story for this moment — one that speaks to our deep hunger for connection and reminds us that belonging is something we create together.



Why Sponsor Night Fall?

Reach your community: Your brand will shine in front of 750+ attendees and thousands more who follow Night Fall through local media, social channels, and partner networks.

Engage your team. Treat your employees, clients, and their families to a one-of-a-kind experience that captures the magic and spirit of our city.

Support local artists <3: Your sponsorship helps keep Night Fall free and supports the hundreds of artists, performers, and makers who bring it to life each year.

Celebrate Hartford!: Show your commitment to creativity, community pride, and making the arts accessible to everyone.

Your sponsorship helps keep Night Fall free and accessible to everyone while supporting the local artists, performers, and volunteers who bring this magical night to life.



Sponsorship Levels

Every light, costume, and performance that fills the park is powered by community support. Sponsorships not only bring this year's show to life, they help sustain the artists, performers, and neighborhoods that make Night Fall so special. We hope you will explore the levels below and find the role that fits your organization's spirit.

1. Title Sponsor - \$15,000 (1 available)

Helps make Night Fall possible from start to finish. Your support powers every part of the production—from the lighting and staging to artist stipends and community performances.

- **"Presented by [Company Name]"** including logo on all marketing, press releases, website, social media, and stage signage
- Speaking opportunity at the event or stage shout-out
- Shout-out in media interviews and promotional videos
- Custom branding of the VIP seating & hospitality section and attendance for up to 10 guests
- Opportunity for branded activation or giveaway at event
- Prominent placement in printed and digital materials

2. Stage Sponsor - \$7,500 (1 available)

Helps bring the magic to the main stage. Your sponsorship supports the sound, lighting, and production elements that make Night Fall's performances unforgettable.

- Prominent logo placement on the main stage
- Acknowledgment in all event announcements
- Branding on social media, and website
- Booth space in a prime location
- VIP seating & hospitality for up to 5 guests

3. Performance Sponsor - \$2,500 (2 available)

Helps support the dancers, musicians, and performers who bring Night Fall's story to life. All performers are PAID!

- Recognition during the performance
- Name/logo on website
- Booth space in a prime location
- VIP seating & hospitality for 2 guests

4. Make and Move Sponsor - \$2,500 (2 available)

Helps fund puppet-making, mask design, drumming, or dance workshops open to the public before the show. Helps support partnerships with community groups to host pre-event pop-ups or mini performances

- Recognition during the performance
- Name/logo on website
- VIP seating & hospitality for 2 guests

5. Community Engagement Sponsor - \$1,000 (2 available)

Helps fund audience and community engagement such as take-home art kits, accessibility services (ASL interpretation, reserved seating, translation), and other interactive elements.

- Name/Logo at community activity stations
- Option to provide branded items for giveaway
- Recognition on social media

6. Green Room / Artist Hospitality Sponsor - \$1,000 (1 available)

Helps provide hospitality and care for the artists, crew, and volunteers who make Night Fall possible.

- Name/Logo on artist welcome signage
- Option to provide branded items for performer gift bags or refreshments
- Includes social media feature

7. Park & Environment Sponsor - \$1,000 (1 available)

Helps keep the park beautiful before, during, and after the show through recycling, waste management, and cleanup. Clean is green!

- Name/Logo near clean up stations
- Booth space available in prime location
- Includes social media feature

8. Kid's Zone Sponsor - \$1,000 (1 available)

Helps fund creative activities and interactive fun for kids and families at the performance.

- Branding on signage within the kids' area
- Includes social media feature
- Great for local family-oriented businesses

9. Vendor / Booth Sponsor - \$1,000 (1 available)

Helps make our vendor and community partner area shine—creating a lively space for connection, local business, and creativity.

- Branding on signage within the vendor and community partner area
- Booth space available in prime location
- Includes social media feature

10. Friend of the Festival (Individual / Small business) - 250+ (unlimited!)

Helps keep Night Fall free and open to all. Every contribution lights up the park and supports local artists.

- Name on website as a friend of Night Fall

Add-On Opportunities

- **In-Kind Sponsorships:** Food, printing, lodging, tech, or other services
- **Matching Donations:** Match audience contributions to double the impact
- **Social Media Takeovers:** Sponsor a week of Instagram or Facebook content!

About Night Fall

Founded in 2012, **Night Fall** is a community-based performance blending dance, theater, puppetry, and light. Each year's show is rooted in the history and culture of Hartford's neighborhoods, featuring local artists, schools, and organizations.

Night Fall Inc. is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the fullest extent allowed by law.

Contact Us

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Join us in bringing light, creativity, and community spirit to Hartford this fall!

