



**New England  
Federal Credit Union**

# **THE GIANT PUMPKIN REGATTA & Festival**

**Hosted by:**



## **Sponsorship Information**

**Waterfront Park – Burlington, VT  
Sunday, October 10, 2010**



**NEFCU has a title to defend!**

**Are you ready to take the Giant Pumpkin Trophy home?**

**For more information, please call Lindsey Lathrop at 802-951-8849 or email  
[llathrop@bsdvt.org](mailto:llathrop@bsdvt.org)**

## **What is the NEFCU Giant Pumpkin Regatta & Festival?**

The Giant Pumpkin Regatta & Festival began as a fun event by the Lake Champlain Regional Chamber of Commerce (LCRCC) in 2008. It drew over a thousand spectators to the Burlington Waterfront to watch community members race giant hollowed out pumpkins on Lake Champlain. The pumpkins were grown and donated by farmers in the Vermont Giant Vegetable Growers Association.

In 2009, LCRCC partnered with Linking Learning to Life (LLL) to host the event as a fundraiser for a youth leadership program, PILOT, which they jointly coordinate. New England Federal Credit Union (NEFCU) signed on as the title sponsor. A small festival was added to the regatta with kids' activities, pie eating contests, and local food vendors providing yummy fall food. The event drew an estimated 5,000 people to the waterfront and raised \$15,000 for the PILOT program.



The event also received a LOT of press! This year, ESPN spent the day at the waterfront and it was featured in a CBS News, Boston Globe, and a SevenDays Stuck In Vermont video blog. Other local media included the Charlie and Ernie Show: News Talk 620 WVMT, Burlington Free Press, WCAX, Fox 44, and WPTZ. Last year, it made Sports Illustrated's 'Most Ridiculous Competitions' list and was spoofed on Saturday Night Live!

**So what's the result?** An annual fall time fundraising event that brings the community together to watch ridiculous pumpkin boats, eat yummy food, and have some festival fun...during Vermont's beautiful Columbus Day weekend!

### **How is money raised?**

Funds are raised a variety of ways:

- Local businesses and individuals sponsor pumpkins at 2 different levels:
  - Harvest Moon Pumpkin Sponsor: \$1,000
  - Falling Leaves Pumpkin Sponsor: \$750
- Food vendors pay a \$50 vendor fee and donate 10% of the day's profits to LLL
- Minimal fees for festival activities and contests

### **What is Linking Learning to Life?**

Linking Learning to Life is a 501© 3 non-profit organization that develops and manages a wide range of programs and services that help K-12 age youth prepare for life after high school, especially related to careers and continuing education. The organization plays a critical role of connecting schools with businesses, colleges, and other community organizations to create exciting student learning opportunities. These opportunities include mentoring, community service, leadership development, career exploration, internships, paid employment and college access. Visit [LLLvt.org](http://LLLvt.org) to learn more.

## **What is the PILOT program?**

PILOT (Program to Inspire Leadership, Opportunity, and Thought) is a youth leadership program for high school juniors in Chittenden County, Vermont. The vision behind PILOT is to motivate and empower young people to make a positive difference within their communities through leadership, creativity, and action. This program targets “latent leaders”, bringing together juniors from four Chittenden County high schools (Burlington, South Burlington, Champlain Valley Union, and Essex High Schools), for an interactive year long community and career exploration program.

## **Past Sponsors of the NEFCU Giant Pumpkin Regatta & Festival**

- New England Federal Credit Union – Title Sponsor
- Pomerleau Real Estate
- Lake Champlain Regional Chamber of Commerce
- The Greater Burlington Industrial Corp.
- Ben & Jerry’s Homemade, Inc.
- Church Street Marketplace
- Burlington Telecom
- SuperSounds D.J. Co.
- PetraCliffs
- Kerry Wynne
- Alexis Perry

## **Sponsorship Levels - Corporate and Community**

### **Harvest Moon Pumpkin Sponsor: \$1,000**

- Company name on print advertisements, which include posters, rack cards, newspaper ads & news releases
- Company name on event poster at waterfront
- Company name listed on the Lake Champlain Regional Chamber of Commerce and Linking Learning to Life’s websites
- Company name in news release announcing sponsorship of event
- Participation in a 2-person relay
- Opportunity to decorate your own pumpkin with business flag and decorations
- Acknowledgment in PSA’s
- Named in event press releases before event
- Listed in the 'thank you' section on LCRCC and LLL websites after event
- Business listed on event waterfront display, opportunity to hang business banner/sign
- Recognition by race announcer throughout the day
- VIP seating and parking at the waterfront **← NEW THIS YEAR!**

### **Falling Leaves Pumpkin Sponsor: \$750**

- Company name on print advertisements, which include posters and rack cards
- Business’ name listed on the Lake Champlain Regional Chamber of Commerce and Linking Learning to Life’s websites
- Participation in a 2-person relay
- Listed in 'thank you' section on LCRCC and LLL websites after event
- Recognition by race announcer throughout the day



## Pumpkin Sponsor Registration Form 2010

Name of Pumpkin Sponsor: \_\_\_\_\_

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

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

City / State / Zip: \_\_\_\_\_

Telephone #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

### Sponsorship Level:

*Please circle one:*

Harvest Moon Pumpkin Sponsor - \$1,000

Falling Leaves Pumpkin Sponsor - \$750

Please make checks payable to: Linking Learning to Life

**Mail completed Sponsorship Form AND Check to:  
Linking Learning to Life  
52 Institute Rd.  
Burlington, VT 05408**

Once the registration form and payment is received, detailed information about the event will be sent to the address provided.

If you have any questions, feel free to contact Lindsey Lathrop at (802) 951-8849 or [llathrop@bsdvt.org](mailto:llathrop@bsdvt.org)