



**New England  
Federal Credit Union**

# THE GIANT PUMPKIN REGATTA & Festival

## 2012 SPONSORSHIP INFORMATION

Hosted by:



Lake Champlain Regional  
Chamber of Commerce

*Because what's more fun than racing in  
giant pumpkins on Lake Champlain?*



**Sunday, October 7, 2012**

**Waterfront Park – Burlington, VT**

# What is the Giant Pumpkin Regatta & Festival?

The **Giant Pumpkin Regatta & Festival** is an annual fundraiser for the PILOT youth leadership program. PILOT (Program to Inspire Leadership Opportunity and Thought) is a program directed by the **Lake Champlain Regional Chamber of Commerce (LCRCC)** and **Linking Learning to Life (LLL)** for high school juniors. It is modeled after the LCRCC's Leadership Champlain program. 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.

The event is in its 5<sup>th</sup> year and has drawn thousands of spectators to the Burlington Waterfront. The pumpkins are grown by farmers in the Vermont Giant Pumpkin Growers Association. A festival complements the regatta with kids' activities, pie eating contests, a pet costume contest, and local vendors providing yummy fall food.



**The event drew an estimated 10,000 people last year and raised \$30,000 for the PILOT program!**

Over the years, the event has also received a **LOT of press!** Not only has it been a hot blog topic, but in 2009, ESPN featured the event in a video and in 2008 it made **Sports Illustrated's** 'Most Ridiculous Competitions' list and was spoofed on **Saturday Night Live**. It has also been featured on **ESPN, CBS News, and Boston Globe**. Other local media include Seven Days, Champ101.3, News Talk 620 WVMT, Free Press Media, WCAX, Fox 44, and WPTZ.

More information can be found at: [www.LLLvt.org/pumpkin](http://www.LLLvt.org/pumpkin) and [www.facebook.com/VTPumpkinRegatta](http://www.facebook.com/VTPumpkinRegatta)

## Pumpkin Sponsorship

### **Pumpkin Race Sponsor: \$1,000**

What you receive:

- Participation in a 2-person relay
- Opportunity to decorate your own pumpkin with business flag and decorations
- Business name on print advertisements, which include posters, rack cards, and news releases
- Opportunity to hang business banner (2'x4') at the event
- Business logo on event poster at waterfront
- Business logo listed on the Lake Champlain Regional Chamber of Commerce (LCRCC) and Linking Learning to Life (LLL)'s Pumpkin Regatta websites
- Business name in e-blasts from LCRCC and LLL reaching over a combined 4,000 people
- Business name in news release announcing sponsorship of event
- Business acknowledgment in PSA's at the event
- Business Listed in the 'thank you' section on LCRCC and LLL websites after event
- Recognition by race announcer throughout the day
- VIP seating and parking at the waterfront

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# Additional Sponsorship Opportunities

## Activities Sponsor:

We always welcome sponsorship at another level to help fund our event activities. As an activities sponsor, you will receive:

- Business logo on activities sponsors' banner at the event
- Business logo on the Lake Champlain Regional Chamber of Commerce (LCRCC) and Linking Learning to Life (LLL)'s Pumpkin Regatta websites
- Business name in news release announcing sponsorship of event
- Business acknowledgment in PSAs at the event
- Listed in the 'thank you' section on LCRCC and LLL websites after event

***Please note that only Pumpkin Sponsors at the \$1,000 are able to decorate and race in a giant pumpkin.***

## What is Linking Learning to Life?

Linking Learning to Life is a 501(c) 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:

- **New England Federal Credit Union – Title Sponsor**
- Ben & Jerry's Homemade, Inc.
- Burlington Telecom
- Champlain College
- Church Street Marketplace
- Cold Hollow Career Center
- Comcast
- Dealer.com
- DEW Construction Corp.
- Evolution Yoga, PT, and Massage
- Goodwill Industries of Northern New England
- Lake Champlain Regional Chamber of Commerce
- Leunig's Bistro
- Main Street Landing
- National Life Group
- PC Construction Co.
- Petracliffs
- Pomerleau Real Estate
- Sign-A-Rama
- Supersounds DJ Co.
- The Greater Burlington Industrial Corp.
- Vermont Gas Systems



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## Pumpkin Sponsor Registration Form 2012

Business or Individual Sponsor Name: \_\_\_\_\_

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

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

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

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

***If you are sponsoring a pumpkin:***

Name(s) and Contact Information of Potential Pumpkin Racers:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please make your \$1,000 check payable to: ***Linking Learning to Life***

***If you are sponsoring activities at a different level:***

Your sponsorship \$ \_\_\_\_\_

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)