



MARY WADE
★ ★ ★ ★ ★

Chatham Place
at MARY WADE
★ ★ ★ ★ ★



Thursday, June 19 | 6-9 PM
Mary Wade's Beer on the Pier Fundraiser
Canal Dock Boathouse, Inc., New Haven, CT

Mary Wade's Full Continuum of Senior Living Care offers the largest selection of living options on one 5.5-acre campus. Located in Historic Fair Haven, our non-profit community allows seniors to choose between 19 different care plans based on individual needs. This embraces a better quality of life, more social time, and independence, all without stress of the future. To help support our mission, Mary Wade will organize two highly visible major events this year:

★ **June 19, 2025 Mary Wade's Beer on the Pier**

The Beer on the Pier Fundraiser is a vital event that underscores our enduring commitment to enhancing the quality of life for seniors in our community, a commitment we've proudly upheld for 159 years. Set against the picturesque backdrop of the Canal Dock Boathouse, Inc. in New Haven, this event celebrates rich brewery and culinary networks, showcasing local partnerships that foster cultural connections within our community. This year, the funds raised will be dedicated to refreshing our Skilled Nursing Neighborhoods, directly improving the daily experiences of our residents by providing them with updated facilities and resources that promote comfort, safety, and engagement.

★ **September 24, 2025 Mary Wade's Golf Tournament**

The Annual Golf Classic serves as a pivotal fundraising event dedicated to enhancing the lives of seniors residing at Mary Wade. This gathering not only fosters a spirit of community but also raises essential funds that directly support the quality of care and services provided to our cherished residents. Set against the picturesque backdrop of Lyman Orchards in Middlefield, this event promises a day filled with camaraderie and purpose, as participants come together to make a meaningful impact. This year, the funds raised will benefit The Mary Wade Historic Boardman Renovation Project. This will enable us to increase the number of rooms to 50, each with their own full private bathroom. The renovation will also allow us to upgrade our HVAC system, replacing the heating system and adding air conditioning to the building. By joining forces in this endeavor, we can collectively ensure that every senior on the Mary Wade Campus receives the dignity and respect they deserve.

We hope you will consider partnering with us in this effort by becoming an Annual Sponsor or Advertiser. Enclosed you will find our Sponsorship and Advertisers Information packet. Visit our website at www.marywade.org for more information about Mary Wade and these events.

If you have any questions or would like additional information, please contact:

*Development Office, Mary Wade
203-672-7812 | mstchur@marywade.org*

Thank you!

Tax ID 06-0662192

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118 Clinton Avenue | New Haven, CT 06513 | Development Office: 203-672-7812 | www.marywade.org



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2025 SPONSORSHIP & ADVERTISING INFORMATION

\$15,000 LAGER SPONSORSHIP

- 🍷 Premier recognition of sponsorship on Beer on the Pier and Annual Golf Classic welcome banner, all promotional printed and digital event materials including most prominent listing/logo on posters, ads, etc.
- 🍷 Premier sponsorship listing in Mary Wade e-newsletter, social media posts, direct link to your business on Mary Wade's website and event sponsor press release with extensive media outreach for each event
- 🍷 Corporate logo displayed digitally at Beer on the Pier and Annual Golf Classic speaking programs
- 🍷 Advertisement displayed digitally for 30 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 20 tickets to the 2025 Beer on the Pier
- 🍷 2 Foursomes to the 2025 Golf Tournament
- 🍷 2 Tee Signs at the 2025 Golf Tournament

\$10,000 STOUT SPONSORSHIP

- 🍷 Premier recognition of sponsorship in all promotional printed and digital event materials including most prominent listing/logo on banners, posters, ads, etc.
- 🍷 Premier sponsorship listing in Mary Wade e-newsletter, social media posts, direct link to your business on Mary Wade's website and event sponsor press release with extensive media outreach for event
- 🍷 Advertisement displayed digitally for 30 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 14 tickets to the 2025 Beer on the Pier
- 🍷 2 Foursomes to the 2025 Golf Tournament
- 🍷 2 Tee Signs at the 2025 Golf Tournament

\$7,500 PORTER SPONSORSHIP

- 🍷 Featured recognition of sponsorship in all promotional printed and digital event materials, including listing/logo on banners, posters, ads, etc.
- 🍷 Featured recognition listing in Mary Wade e-newsletter, social media posts, logo on Mary Wade's website
- 🍷 Advertisement displayed digitally for 25 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 10 tickets to 2025 Beer on the Pier
- 🍷 1 Foursome to the 2025 Golf Tournament
- 🍷 2 Tee Signs at the 2025 Golf Tournament

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2025 SPONSORSHIP & ADVERTISING INFORMATION CONTINUED

\$5,000 PILSNER SPONSORSHIP

- 🍷 Recognition of sponsorship in all promotional printed and digital event materials, including listing/logo on banners, posters, ads, etc.
- 🍷 Recognition of sponsorship in Mary Wade e-newsletter, social media posts, business logo on Mary Wade's website.
- 🍷 Advertisement displayed digitally for 20 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 8 tickets to 2025 Beer on the Pier
- 🍷 1 Foursome to the 2025 Golf Tournament
- 🍷 2 Tee Signs at the 2025 Golf Tournament

\$2,500 ALE SPONSORSHIP

- 🍷 Recognition of sponsorship in all printed and digital event materials, including listing on banners, posters, ads, etc.
- 🍷 Recognition in Mary Wade e-newsletter, e-blasts and social media, and Mary Wade's website
- 🍷 Advertisement displayed digitally for 15 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 4 tickets to 2025 Beer on the Pier
- 🍷 2 Golfers to the 2025 Golf Tournament

\$1,500 IPA SPONSORSHIP

- 🍷 Recognition of sponsorship in all digital promotional advertising, including a listing on Mary Wade's website
- 🍷 Advertisement displayed digitally for 10 sec screen loop at event (AD DEADLINE: 5/15/2025)
- 🍷 2 tickets to 2025 Beer on the Pier
- 🍷 2 tickets to 2025 Golf Tournament

For Sponsorship/Advertising inquiries contact:
Mary Anne Stchur, Vice President of Advancement
203-672-7812 or mstchur@marywade.org

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ANNUAL SPONSORSHIP FORM

Indicate Sponsorship:

____ Lager \$15,000*
____ Stout \$10,000*
____ Porter \$7,500*
____ Pilsner \$5,000*
____ Ale \$2,500*
____ IPA \$1,500*

**includes digital ad*

Indicate Digital Advertisement:

____ 20 sec screen loop \$500
____ 15 sec screen loop \$250
____ 10 sec screen loop \$125

Advertisement Specification: Please submit your, 13.25w" x 7.45h" , full color ad in hi-res JPEG or PDF format before **May 15th** to khunter@marywade.org

Sponsorship Recognition: *Please indicate how donor name should appear on event materials*

Payment Options:

____ Enclosed is my check made payable to "Mary Wade"

____ Please invoice me.

Name/Contact _____

Company Name _____

Billing Address _____ City _____ State _____ Zip _____

Email _____ Phone _____

Name on card _____ Signature _____

Card # _____ Exp. Date _____ Sec. Code _____

Please return completed form and payment to: Development Office, Mary Wade
118 Clinton Avenue, New Haven, CT 06513

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