



BRING ON THE BEARS!

Cows in West Hartford are so yesterday. Or in the case of WEHA, 20 years worth of yesterdays.

That was when, in 2003, Ledger Publications – now a part of 20/20 Media – brought to West Hartford their now legendary outdoor exhibition of cows, each one sculpted out of fiberglass, painted by a local artist, and sponsored by a community-minded business or individual.

After many months of accolades from visitors who traveled from as far away as the planet Mars to see the works of bovine art displayed throughout town, the exhibit came to a close and the creatively decorated cows were auctioned off at a gala event – with proceeds from the sale of each cow benefitting a charitable organization chosen by that cow’s generous sponsor. The exhibition and auction of painted cows was an overwhelming success!

- It sent the spirits of West Hartford residents soaring.
- It enhanced the town’s image as a fun, upscale, and trendy destination.
- It benefited local shops and restaurants by drawing thousands of visitors to West Hartford Center.
- It helped numerous non-profits carry on their important work.
- And, of course...it cast a dazzling spotlight on our cadre of philanthropic sponsors.

A win/win/win/win/win.

A HONEY OF A HAPPENING

Of course, that was then. And this is now. The WEHA Bear Fair will be a little different. A time when we find ourselves mired in the perilous emotional and financial quicksand brought about by the COVID-19 pandemic. There couldn’t be a more urgent need for another interactive art exhibit to benefit nonprofits to grace our award-winning town.

Except without the cows. Because who needs cows when you’ve got bears? And, boy, does West Hartford have bears. Just think of all the bear sightings reported around town last summer! Now, we intend to turn the ‘summer of the bear’ into the ‘year of the bear’!

ANNOUNCING THE 2021



Your 90 lb. fiberglass bear will arrive ready to be painted by an artist of your choice or chosen by 20/20 Media. The dimensions are 48" H x 63" L x 30" D





An interactive event held totally outdoors – making it 100% pandemic-proof!



We're pleased to invite you to join us in bringing to Connecticut what promises to be a spectacular regional event by becoming a WEHA Bear Fair Sponsor.

HOW DOES THE WEHA BEAR FAIR WORK?

■ Businesses, large and small, and individuals or groups of individuals, may sponsor a bear. Each sponsor designates a charitable organization to benefit from the fundraising of their bear.

■ Local artists are invited to design and paint the bears. Sponsors may request to have their bear painted by an artist of their choice, or 20/20 Media can choose an artist. Artists will receive a stipend of \$750.

■ Once painted, the bears come out of 'hibernation' at a town-wide WEHA Bear Fair Reveal that is open to all. They are then placed on display throughout our neighborhood business districts – including Bishops Corner, Blue Back Square, Elmwood Center, Home Design District, Park Road and West Hartford Center.

■ After months on display, the WEHA Bears will go to their permanent home chosen by their sponsor.

WHAT ARE THE BENEFITS TO OUR SPONSOR AND NON-PROFITS?

■ Those who choose to join us in helping our friends and neighbors weather the COVID-19 storm have much to gain besides the good feeling one gets from knowing they were there to

help in a time of need.

■ The non profit that you are sponsoring will benefit from a fundraising campaign that will run throughout the WEHA Bear Fair exhibit. Our goal is to raise a total of \$250,000 of which 100% of the proceeds will go straight to the non profit beneficiary.

■ Sponsors also benefit from the well-coordinated and aggressive marketing and public relations campaign 20/20 Media has planned that will run the course of the WEHA Bear Fair program.

■ All marketing materials will include the name and logo of each WEHA Bear Fair sponsor and non-profit.

■ Launch of a WEHA Bear Fair website, and dedicated Facebook, Twitter and Instagram accounts.

■ Extensive promotion via media outreach and placement of promotional articles and periodic press releases in various digital publications, including *WEHA Magazine* and the *Connecticut Jewish Ledger*, as well as on their Facebook and Twitter accounts with a reach of over 70,000.

TO FIND OUT MORE ABOUT THIS EXCITING OPPORTUNITY. CONTACT:

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AS A WEHA BEAR FAIR SPONSOR YOU AGREE TO:

- Invest \$10,000 per Bear.
- Choose a nonprofit beneficiary.
- Include the WEHA BEAR FAIR on your website and in all promotional material to drive sales/donations for nonprofit.
- Nonprofits will include WEHA BEAR FAIR on their website and in promotional material to increase exposure.
- Nonprofit will include a BEAR FAIR DONATE button on their website and in all social media. Nonprofit will share the gross revenue number raised during the WEHA BEAR FAIR for all to promote.
- Custom Bear Delivery other than the basic WEHA BEAR FAIR promotional plan can be quoted for an additional price.



SPONSOR BUSINESS: _____

SPONSOR CONTACT: _____

NON-PROFIT BENEFICIARY: _____

BEAR LOCATION: _____

ARTIST: _____

- 20/20 MEDIA can provide Beneficiary, Artist and/or Location at no additional cost.

■ PAYMENT: Check or Debit/Credit Card made payable to LEDGER PUBLICATIONS, \$5,000 due March 1, 2021 and \$5,000 due June 30, 2021.

■ DEBIT/CREDIT CARD PAYMENT INFO:

Name/Business on Card _____

Credit card: Visa MasterCard American Express Discover

Card number: _____ Expiration date: _____/_____/_____

- For more information contact Leslie Iaruso at 860-930-9736.



connecting everyone

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