



SHOPS AT SEYMOUR

2026 / 2027 SPONSORSHIP GUIDE

Shop Local. Experience More. Discover Seymour.

Shops at Seymour is a community driven initiative focused on creating meaningful experiences for residents, businesses, and visitors in downtown Seymour.

Our goal is simple. We want to bring people downtown, create opportunities for our local businesses, and give people a reason to shop, explore, and spend time in Seymour.

Throughout the year, Shops at Seymour will host seasonal markets, night markets, cultural events, live entertainment, family activities, and other community experiences.

We invite you to become a Shops at Seymour sponsor for 2026 and 2027.

Thank you for considering supporting Shops at Seymour. We hope you will join us as we continue building something special in downtown Seymour.

Sincerely,

Michael Skrtic

Shops at Seymour Coordinator

ABOUT SHOPS AT SEYMOUR

Shops at Seymour is a community initiative dedicated to promoting and revitalizing downtown Seymour by bringing together local businesses, artists, makers, restaurants, and community organizations.

Through seasonal day markets, night markets, cultural events, live entertainment, creative experiences, and community programming, Shops at Seymour creates opportunities for people to shop local, discover something new, and experience downtown together.

Our goal is to create a vibrant downtown destination that supports small businesses, celebrates local creativity, and strengthens the connection between businesses and the community.

By creating consistent events and experiences throughout the year, we want downtown Seymour to be more than a place people drive through. We want it to be a place people choose to visit, explore, and come back to.

Shops at Seymour is building a downtown experience one shop, one event, and one community connection at a time.

Your sponsorship helps make it possible.

Thanks to the generosity of our sponsors, Shops at Seymour events and activities are free to the public. Your support helps us create community events while promoting the local businesses, artists, makers, and entrepreneurs who make Seymour unique.

WHY SHOPS AT SEYMOUR?

Shops at Seymour is about more than shopping. It is about creating reasons for people to come downtown, stay awhile, and experience the community.

Located in the heart of historic downtown Seymour, Shops at Seymour brings together the businesses and people that give our town its character. From one of a kind gifts and handmade goods to antiques, art, creative studios, specialty shops, food, and local experiences, there is something to discover around every corner.

We believe that a thriving downtown is built around **people and experiences, not just storefronts.**

Shops at Seymour is committed to supporting local businesses, encouraging entrepreneurship, promoting the arts, creating community connections, and helping establish downtown Seymour as a destination worth discovering.

Come for the shopping. Stay for the experience. Discover Seymour.

2026 EVENT SCHEDULE

FALL MARKET DAY

Saturday, September 26, 2026 | 11:00 AM to 5:00 PM

Our inaugural Market Day kicks off the fall season with a lively daytime marketplace featuring local makers, artisans, artists, vintage finds, specialty vendors, and more. Visitors can explore the shops throughout downtown, enjoy live music, discover local businesses, and experience everything Shops at Seymour has to offer.

OCTOBER NIGHT MARKET: HAUNTED HAPPENINGS

Saturday, October 10, 2026 | 5:00 to 9:00 PM

Seymour gets spooky after dark. Our October Night Market will be part of Haunted Happenings, creating a festive evening filled with local vendors, artists, vintage sellers, unusual finds, seasonal treats, and Halloween fun.

SMALL BUSINESS SATURDAY DAY MARKET

Saturday, November 28, 2026 | 10:00 AM to 5:00 PM

Celebrate Small Business Saturday by shopping local and supporting the independent businesses, artists, makers, and entrepreneurs that make our community unique.

HOLIDAY NIGHT MARKET: SANTA COMES TO TOWN

Saturday, December 5, 2026 | 5:00 to 9:00 PM

The holidays arrive in Seymour. Join us for a festive nighttime market held in coordination with Seymour Culture & Arts. Enjoy holiday shopping, local artisans, handmade gifts, music, seasonal treats, and plenty of holiday spirit.

HOLIDAY DAY MARKET

Saturday, December 12, 2026 | 10:00 AM to 5:00 PM

Keep the holiday shopping going with one more festive Market Day. Discover unique gifts and treasures from local artisans, makers, artists, vintage sellers, bakers, antique dealers, and small businesses.

2027 EVENT SCHEDULE

February 13 | Love Local Valentine Market

March 13 | The Light Returns

April 10 | Spring Is on Its Way

May 8 | Mother's Day Market

June 12 | Midsummer Market

July 10 | Annual Downtown Sidewalk Sale

September 11 | Back to School Market

October 29 | Haunted Happenings Night Market

November 27 | Small Business Saturday

December 4 | Holiday Night Market

December 11 | Holiday Day Market

THE SHOPS AT SEYMOUR EXPERIENCE

Market Days at Shops at Seymour are about more than shopping.

We are creating a place where local businesses and independent vendors come together to create something bigger than a traditional marketplace.

Each event will feature a rotating mix of vendors, artists, makers, entertainment, activities, and experiences, along with opportunities to explore the brick and mortar businesses throughout downtown.

Our goal is to increase foot traffic, create memorable experiences, support small businesses, and give people another reason to discover downtown Seymour.

SPONSORSHIP OPPORTUNITIES

PREMIER COMMUNITY SPONSOR | \$10,000

SPONSOR BENEFITS

- Premier sponsor recognition at all Shops at Seymour events
- Prime onsite presence at all event dates
- Large sponsor banner prominently displayed at event locations
- Company logo featured on annual Shops at Seymour sponsor signage
- Opportunity for a 10' x 20' branded activation space at all event dates
- Live sponsor recognition during major events
- Opportunity to provide a branded community activity, giveaway, or interactive experience
- Premier logo placement on major printed and digital promotional materials
- Prominent, clickable logo placement on the Shops at Seymour website
- Featured placement on the annual sponsor page
- Three dedicated sponsor spotlights on the Shops at Seymour website or blog
- Company recognition in Shops at Seymour press releases
- Three dedicated sponsor features sent to the Shops at Seymour email list
- Logo and website link included in the Shops at Seymour email footer throughout the sponsorship year
- Ten branded social media posts or stories linked to the sponsor's website or preferred destination

COMMUNITY PARTNER | \$5,000

SPONSOR BENEFITS

- Onsite 10' x 10' sponsor or vendor space at up to three Shops at Seymour events
- Large sponsor logo displayed at Shops at Seymour event dates
- Company logo included on annual sponsor banners
- Live sponsor recognition at two events
- Opportunity to provide promotional materials, giveaways, or an interactive activity at sponsored events
- Logo placement on printed and digital promotional materials
- Prominent, clickable logo placement on the Shops at Seymour sponsor page

- One dedicated sponsor spotlight on the website or blog
- Company recognition in Shops at Seymour press releases
- Two dedicated sponsor features sent to the Shops at Seymour email list
- Logo and website link included in the Shops at Seymour email footer
- Four branded social media posts or stories linked to the sponsor's website or preferred destination

COMMUNITY SUPPORTER | \$2,500

SPONSOR BENEFITS

- Onsite 10' x 10' sponsor or vendor space at one Shops at Seymour event
- Opportunity to provide company materials, promotional items, or giveaways at that event
- Company logo included on annual Shops at Seymour sponsor banners
- Logo placement on Shops at Seymour printed and digital promotional materials
- Clickable company logo on the Shops at Seymour sponsor page
- One dedicated branded social media post
- Company recognition in Shops at Seymour press releases
- Sponsor recognition in the annual sponsor listing

COMMUNITY FRIEND | \$1,000

SPONSOR BENEFITS

- Company name and logo included on annual sponsor signage
- Opportunity to provide company materials or promotional items at one designated Shops at Seymour event
- Company name and logo included on the Shops at Seymour sponsor page
- Sponsor recognition on selected digital promotional materials
- One social media sponsor recognition
- Company included in the annual Shops at Seymour sponsor recognition

WHY SPONSOR SHOPS AT SEYMOUR?

Your sponsorship does more than put your logo on a banner.

It helps create free community events that bring people downtown and introduce them to local businesses, artists, makers, restaurants, and entrepreneurs.

Bring people downtown

Create reasons for residents and visitors to explore Seymour.

Support small businesses

Help drive awareness and foot traffic to independent businesses that directly serve our community.

Celebrate local creativity

Provide opportunities for artists, makers, musicians, and entrepreneurs.

Create community

Give families, friends, neighbors, and visitors a place to gather.

Build a stronger downtown

Help create a destination that people want to visit and return to.

BECOME A SHOPS AT SEYMOUR SPONSOR

Checks can be made payable to:

Shops at Seymour
18 Bank Street, Suite 102
Seymour, CT 06483

Please provide a high resolution logo in vector format to:

shopsatseymour@gmail.com

Thank you for believing in Seymour and helping us build something great in our downtown community.