

# ROTARY CLUB OF ESSEX SHAD BAKE 2026

## CHOOSE YOUR SPONSORSHIP

		CLAMS	ROE	SHAD	FISHERMAN	CAPTAIN
INVESTMENT		less than \$500	\$500	\$1,000	\$2,500	\$5,000
Number of Shad Bake Tickets		0	2	4	8	10
<b>PRE-EVENT PUBLICITY</b> (donation must be received by May 1st)						
Web	Logo on Rotary Website with Link	✓	✓	✓	✓	✓
Social Media	Facebook, Instagram	✓	✓	✓	✓	✓
Print	Listing in Press Releases			✓	✓	✓
	Listing in Posters				✓	✓
	Special Photo-op with Press Release				✓	✓
	Logo on Shad Bake banner on West Avenue					✓
<b>AT THE EVENT AT ESSEX ISLAND MARINA</b>						
Board	Listing on Sponsor Acknowledgment Board	✓	✓	✓		
	Logo on Sponsor Acknowledgment Board				✓	✓
Banner	Logo on Shad Bake banner on West Avenue					✓
	Display Your Company Banner				✓	✓
Program	Listing	✓	✓	✓		
	Small (2"x4") 4-color ad				✓	
	Large (4"x4") 4-color ad, 1st two receive back cover					✓
Space	Display Marketing Materials on Shared Table			✓		
	Display Marketing Materials on Your Own Table				✓	
	Display Your Company in 10x10 Tent					✓
Verbal	Verbal Acknowledgment at Event				✓	
	Lead Recognition through Live Announcements					✓
<b>AFTER THE SHAD BAKE</b>						
Print	Inclusion in Post-event Ad		✓	✓		
	Lead Acknowledgment in Post-event Ad				✓	✓

**SHAD BAKE 2026**  
**Saturday, June 6, 2026, 3 to 6 pm**  
**Safe Harbor Essex Island Marina**

*Speak to us about other accommodations/benefits* Donations are tax deductible to the extent allowed by law.

## SPONSORSHIP FORM

Sponsor Name: \_\_\_\_\_

Listed Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Provide number of sponsor tickets requested:

Shad       Chicken

(Please note that each ticket requested reduces the tax-deductible amount of your sponsorship by \$50.)

<input type="checkbox"/>	CLAMS (less than \$500, fill in blank \$_____)
<input type="checkbox"/>	ROE (\$500)
<input type="checkbox"/>	SHAD (\$1,000)
<input type="checkbox"/>	FISHERMAN (\$2,500)
<input type="checkbox"/>	CAPTAIN (\$5,000)

Please return this form by May 1st with your check payable to:  
**Rotary Club of Essex Foundation**  
 PO Box 484  
 Essex, CT 06426

## THE PROGRAM

The Rotary Club of Essex Annual Shad Bake. This is the quintessential New England shoreline tradition. Yankee Magazine has called it one of the "Top 20 Summer Events."

450 diners and many other spectators will attend the Shad Bake on Saturday, June 6. For shad lovers, the lure is the secret ingredients and the authentic open fire method of preparation and cooking handed down by Connecticut natives. Added to this delicacy is homemade potato salad, tossed green salad, and pie from Lyman Orchards.

During the event, there will be live music overlooking the majestic Connecticut River, it is the perfect way to kick-off summer.

## YOUR SUPPORT

As a sponsor of the Essex Annual Shad Bake, your support will help to sustain the many programs and activities provided by the Rotary Club of Essex. Each year the Rotary Club of Essex gives thousands of dollars to worthy community charities and causes.

By being a sponsor, you help build visibility for your business through a variety of benefit options. With a broad audience, significant marketing activities in a number of media outlets, and the combined resources, sponsorship adds up. Best yet, your donation is tax deductible to the extent allowed by law.

## ROTARY MISSION STATEMENT

The Rotary Club of Essex is the local chapter of Rotary International that is made up of service minded professionals. The club and its members are committed to improving the community, connecting with other professionals, sharing their time and experience with the young, supporting global causes, and using their skills to help others. For more information about the Rotary Club visit [www.rotaryclubofessex.com](http://www.rotaryclubofessex.com).

**Send completed form and check made out to  
Rotary Club of Essex Foundation to:**

*Rotary Club of Essex Foundation* | P O Box 484 -Essex CT, 06426  
| [Joseph.Shea1@ajshea.com](mailto:Joseph.Shea1@ajshea.com) | [couper2006@gmail.com](mailto:couper2006@gmail.com) |  
[essexrotarycorrespondence@gmail.com](mailto:essexrotarycorrespondence@gmail.com)

## SPONSOR INFORMATION



**SATURDAY  
JUNE 6<sup>th</sup>, 2026**

Limited tickets available

