

November, 2009  
For Immediate Release

Carl Rosa, Executive Director  
Main Street Waterbury – 203-757-0701



## Phase IV of Main Street Waterbury Light Pole Banner Program

The Promotions Committee of Main Street Waterbury is proud to announce that the Downtown Waterbury Banner Program is back again. Because of the successful first years of the program 60 sponsored banners are mounted at locations on Bank Street, Grand Street and East & West Main Streets. And each prominently displays the name of its sponsor. For phase IV of the program, there are nearly 50 locations still available for display. The Committee will be taking sponsorship orders through the coming months, concentrating on filling up the rest of the light poles on Bank Street and around the Green. Many well-known businesses have already taken advantage of the program and are in return, recognized for three years on the main streets of Waterbury’s downtown. Easter Seals, StayWell Health Center, Moynahan & Minnella, LLC, and American Copy Service Center, Inc. are only 4 of the dozens of sponsors who have spent their advertising dollars to also beautify our city center.

Each selected light pole features sponsor recognition on a large tag attached to the bottom of the banner. Sponsors select among the available locations on a first-come, first serve basis and discounts are available for multiple banners.

The three banner designs celebrate Waterbury’s history, art, and architecture and depict the Carrie Welton Horse, City Hall, and the Republican-American Clock Tower. Sponsorship recognition on each banner costs less than \$134 per year and is an excellent year-round way to promote your business and show support for Main Street Waterbury and its mission.

Please forward questions and orders to Main Street Waterbury at 203-757-0701 ext. 302 or [crossa@mainstreetwaterbury.com](mailto:crossa@mainstreetwaterbury.com).

**remit to:**  
**Main Street Waterbury**  
**83 Bank Street**  
**P O Box 1469**  
**Waterbury, CT 06721**

Sponsorship Copy:

Please write copy as you wish for it to appear on the sponsor tag.

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

Address \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Number of Sponsorship Banners \_\_\_\_\_

Total Payment

(\$400 first Sponsorship and  
\$375 for each additional Sponsorship) \_\_\_\_\_

