

Shad Derby Festival  
PO Box 502  
Windsor, CT 06095  
shadfestbureau@gmail.com



February 5, 2026

Dear Friends & Supporters of the Windsor Shad Derby,

**The Shad always return, and we will as we celebrate the 71st Anniversary on Saturday, May 16, 2026!** The Shad Derby Festival Bureau, a 501(c3) non -profit would very much appreciate your support to keep the tradition alive of Windsor's most beloved community event. This year we will celebrate the 60th Anniversary of the Shad Derby Queen.

Windsor's Shad Derby is well known and loved, and for good reason. Starting in 1955, the first year of the Shad fishing tournament, The Shad Derby Festival has grown in impact, adding a parade, events on the Town Green and throughout Windsor starting in March all while promoting local businesses and our vibrant community spirit. Few towns have an event that unites so many civic groups and residents, with a series of events that truly bring the whole community together. 2026 Marks the 250th Anniversary of America, we have plans to include our New England colonial traditions on Shad Derby day. .

**We welcome local businesses the opportunity to support the festival with different levels of sponsorship, starting at just \$100. We would like to raise \$8000.00 to award scholarships to the candidates to help them towards their future education.**

The Festival events start in March with the Gala and culminate on May 16th with the 71st Shad Derby Parade and Festival on the Windsor Town Green. The festival will engage volunteers and residents of all ages from our community. Your sponsorship will reach people with these expanded events.

Sponsorship money will go first and foremost to the Shad Festival Queen Candidates, followed by operating expenses as needed for the Festival such as but not limited to: Festival day entertainment, transportation, Shad Derby Queen's Court expenses and event marketing of your business and the Shad Derby.

Each business and/or organization will be featured in the Coronation Ball booklet and receive sponsorship recognition at all of the events. We ask you to send sponsorship payment into us by March 1, 2026 for optimal coverage leading up to Shad Derby Day. **Please include your logo in jpeg or png digital format and send to shadfestbureau@gmail.com.**

We look forward to your support of the 71<sup>st</sup> anniversary of the 2026 Shad Derby Festival, as we cannot run the event without our community support. With your help, Windsor's most beloved, fun-filled, and meaningful New England Tradition continues. On behalf of all the volunteers and the 2026 71st Shad Fest Bureau and Shad Derby Committee, thank you for your support.

For more detailed information on Shad Derby events you can either email us at [shadfestbureau@gmail.com](mailto:shadfestbureau@gmail.com) or go to our website, [www.WindsorShadDerby.com](http://www.WindsorShadDerby.com)

***The Shad Always Return...and we hope you do too! Happy 71<sup>st</sup> Anniversary!***








In continued ***Shad Derby Spirit,***

***Monika Nugent***  
President

***Analiene Eleveld***  
Treasurer

***Patricia Bruhn***  
Vice President

***Patty Mason***  
Festival Chair

<b>2026 Shad Derby Sponsorship</b>	<b>Title \$3000.00</b>	<b>Platinum \$1500.00</b>	<b>Gold \$1000.00</b>	<b>Silver \$400.00</b>	<b>Bronze \$250.00</b>	<b>Friend \$150.00</b>	<b>Donation \$100.00</b>
Full page Ad in Coronation Ball Program, Tickets for 4, Listing on the website and promoted in social media, Verbal Recognition at all events, Shad Derby, One Standard Booth on Green Signage included	6 spots 						
1/2page Ad in Coronation Ball Program, Tickets for 2, Listing on the website and promoted in social media, Verbal Recognition at all events. Signage included		8 spots 					
1/4-page Ad in Coronation Ball Program, Tickets for 2, Listing on the website and promoted in social media, Verbal Recognition at all events Signage Included							
Business Card Ad in Coronation Ball Program, listing on the website and promoted in social media, Verbal Recognition at all events. Signage included							
Business Card size ad in Coronation Ball program, Listing on website and social media, Verbal recognition at all events. Signage included							
Listed in the Coronation Ball program. Verbal recognition at all events. Website Listing, signage included							
Website Listing, signage included							

Questions please send us an email and we will get back to you.

Ad size for the Ball are full page ADs are 5.5 x 8.5, Ads are due to us by April 1, 2026, please email them to [shadfestbureau@gmail.com](mailto:shadfestbureau@gmail.com).

Please email a digital copy of your logo to us at: [shadfestbureau@gmail.com](mailto:shadfestbureau@gmail.com)

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 Person/Company Name: \_\_\_\_\_

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

Sponsorship Level: \_\_\_\_\_

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

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

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