



## Aetna Hose, Hook and Ladder Company

P.O. Box 148 • Newark, Delaware 19715 • 302-454-3300 • Fax 302-454-3534

### Aetna Hose, Hook & Ladder Company

#### Sponsorship Letter- Fire Truck Pull & Family Fun Day

**April 18, 2026**  
**Station 9, Academy Street, Newark, DE**  
**10am-4pm**

Aetna Hose, Hook and Ladder Co. is a 501(c)3 nonprofit that has proudly served Newark and surrounding communities for over 135 years, responding to more than 13,000 fire and EMS calls each year. We are looking at other fundraising opportunities and this event will help us support our mission to the community of "Service for Others".

The day will include family fun, friendly competition and community engagement to include:

- Fire truck Pull Competition
- "Slowest" Bike Race
- Family activities
- "Touch" a Truck
- Food and beverages
- Music

Sponsors will receive public recognition, marketing exposure and on-site visibility throughout the event. Benefits of sponsoring include but are not limited to:

- Company logo on all advertising and promotional materials
- Recognition on social media and press releases
- Booth/table space at event
- Opportunity to engage with public
- Tax-deductible contribution

#### For Sponsorship information or to participate, please contact:

John Witzke, Director  
Aetna Hose, Hook & Ladder Co.  
"Service for Others"  
Phone: (302)893-4029  
e-mail: [truckpull@aetnahhl.org](mailto:truckpull@aetnahhl.org)



Sta. 7-8-9-10

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### Sponsorship Levels

#### **Chief Sponsor - \$5,000.00**

- Premier Company/name logo placement on all promotional materials
- Banner placement at event (provided by sponsor)
- Announcer recognition throughout the day of the event
- Booth/table space in prime location
- Company logo on Aetna website for 12 months
- Social media spotlight post

#### **Deputy Chief Sponsor - \$2,500.00**

- Company/name logo on promotional material & social media accounts
- Banner placement at event
- Announcer recognition
- Booth/table space
- Company/name logo on Aetna website for 6 months

#### **Assistant Chief Sponsor - \$1,500.00**

- Company/name logo on promotional material & social media accounts
- Announcer recognition
- Booth/table space

#### **Firefighter Sponsor - \$500.00**

- Company/name logo on promotional material
- Announcer recognition

### **In-Kind donations**

We gratefully accept donated goods & services such as:

- Food and beverages
- Printing supplies/services
- Children's activity items
- Trash and sanitation services/equipment