

ARTS, MUSIC & FOOD TRUCK FESTIVAL

METRO
Fest!

Sponsorship Opportunities

Saturday, June 17, 2017, 11am – 5pm

Bowditch Athletic & Cultural Complex, Framingham, MA

Now in its successful fourth year, **MetroFest** admission will be FREE, thanks to the generosity of our corporate community and supporting municipalities.

Corporate Event Partner — \$10,000

- Corporate name integrated into event logo;
- Prominent recognition in on-air promotions, including radio and cable TV;
- Prominent recognition in event printed materials, event signage, and advertising;
- Press release announcing Presenting Sponsorship sent to all local media outlets;
- Prominent Corporate Banner Placement Opportunity for four banner locations within event site;
- Opportunities for exclusive events in sponsors' business location leading up to MetroFest;
- Premiere placement of company logo on event t-shirt worn by volunteers on-site offering sustained visibility;
- Two 10 x 10 or one 10 x 20 on-site space in high visibility area(s) for lead-generation opportunity;
- Opportunity for remarks from Main Stage at opening of event;
- VIP area for entertaining special guests.

Exclusive Food Areas Sponsor — \$7,500

- Main Food Truck area signage: "MetroFest 2016 Food Trucks and Local Eats, brought to you by "YOUR LOGO HERE";
- Corporate Banner Placement Opportunity: three banner locations within the Food Truck areas;
- Logo featured prominently in listing of sponsors in event printed materials, signage, and advertising;
- Prominent recognition in on-air promotion of MetroFest 2016 Food Trucks, including radio and cable TV;
- Press release announcing Food Truck Sponsorship sent to all local media outlets;
- Logo featured prominently in listing of sponsors on event t-shirt worn by volunteers offering sustained visibility;
- One 10 x 10 on-site space in the main Food Truck area for your awareness building and lead-generation opportunity;
- Opportunity to introduce featured chef/s and food events and highlight signature dishes during the event.



Exclusive Main Stage Sponsor — \$7,500

- Main Stage Signage: "MetroFest 2016 Main Stage, brought to you by "YOUR LOGO HERE";
- Corporate Banner Placement Opportunity: two banners on Main Stage structure and one banner within event site;
- Logo featured prominently in listing of sponsors in event printed materials, signage, and advertising;
- Prominent recognition in on-air promotions of entertainment, including radio and cable TV;
- Press release announcing Main Stage Sponsorship sent to all local media outlets;
- Logo featured prominently in listing of sponsors on event t-shirt worn by volunteers offering sustained visibility;
- One 10 x 10 on-site space in high-visibility area for your awareness-building and lead-generation opportunity;
- Opportunity to introduce featured performer/s.

Featured Area Host Sponsor — \$5,000 (Community Stage, Kids Town, Beer & Wine tent)

- Featured Area Host Sponsor signage: “MetroFest 2016 Kid’s Town, brought to you by “YOUR LOGO HERE”;
- Corporate Banner Placement Opportunity: one banner on site;
- Logo featured in listing of sponsors in event printed materials, and advertising;
- One 10 x 10 on-site space in your featured area for your awareness-building and lead-generation opportunity;
- Logo featured in listing of sponsors on event t-shirt worn by volunteers, offering sustained visibility.

Participating Sponsor — \$2,500 (Ticket booths, shuttle buses, shade tents, parking areas)

- Participating Sponsor signage in featured area: “MetroFest 2017 Ticket Booths, brought to you by “YOUR LOGO HERE”;
- Logo in listing of sponsors in event printed materials, and advertising;
- One 10 x 10 on-site space for your awareness-building and lead-generation opportunity;
- Opportunity to create visible, hands-on involvement in event;
- Logo featured in listing of sponsors on event t-shirt worn by volunteers, offering sustained visibility.

Supporting Sponsor — \$1,000

- One 10 x 10 on-site space for your awareness-building and lead-generation opportunity;
- Name included in listing of sponsors in event printed materials;
- Name included in listing of sponsors on event t-shirt worn by volunteers on-site offering sustained visibility.



At all levels, sponsors will also receive:

- Opportunity to use and share our event marketing materials, offering your businesses months of visibility and association with MetroFest 2016;
- Recognition in event PR efforts;
- Online presence including MetroWest Visitors Bureau and MetroFest websites and social media with links back to your site;
- Announcement of your participation by the event emcee from the stage;
- Volunteer opportunities for your employees, supporters and friends – be ambassadors for your business and support MetroFest (all volunteers receive free general admission);
- Your association with the ONLY event bringing together the dynamic offerings of the collective MetroWest communities!

Increase the impact of your sponsorship by sharing your participation with your customers, clients and friends!

For more information, contact Susan Nicholl: susan@metrowestvisitors.org, 508-361-9881
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