



Sponsorship Opportunities

Saturday, June 13th, 11am - 4pm

Bowditch Athletic & Cultural Complex, Framingham, MA

Be a part of the **7TH ANNIVERSARY** celebration of this premier regional festival!

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, including giant street banner;
- 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 and two more emcee "shout outs";
- VIP area for entertaining special guests.

Exclusive Food Areas Sponsor - \$7,500

- Main Food Truck area signage: "MetroFest 2020 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 sponsor in event printed materials, signage, and advertising;
- Prominent recognition in on-air promotion of MetroFest 2020 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 2020 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 Sponsor signage: "Metrofest 2020 Kid's Town, brought to 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 of your awareness-building and lead-generation opportunity;
- Logo featured in listing of sponsors on event t-shirt worn by volunteers, offering sustain visibility.

Participating Sponsor - \$2,500 (shuttle busses, shade tents, parking areas)

- Participating Sponsor signage in featured area: "MetroFest 2020 shade tents, 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;
- Logo featured in listing of sponsors on event t-shirt worn by volunteers, offering sustained visibility.

Supporting Sponsor - \$1,000

- One 10 x 20 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.

* Companies not craft vendors or qualified organizations are considered Supporting Sponsors.



At all levels, sponsors will also receive:

- Online presence including MetroWest Visitors Bureau and MetroFest websites and social media with links back to your site;
- Recognition in event PR efforts;
- Opportunity to use and share our event marketing materials, offering your businesses months of visibility and association with MetroFest 2020;
- 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;
- 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

Jill Schindler: jill@metrowestvisitors.org, 508-361-9881
Bill Sell: bsell@advisorcomm.net, 508-596-6118



MetroFest 2020

A day-long celebration of arts, culture, music, family-activities, and gastronomic delights

Saturday, June 13th, 11am - 4pm

Bowditch Athletic & Cultural Complex, Framingham, MA

About MetroFest: MetroFest is the MetroWest Visitors Bureau's signature event showcasing the richness and diversity of the region's music, arts, and culinary offerings, with a wide range of activities appealing to all ages. It truly is MetroBest!

At our 7th annual MetroFest, we expect to draw 8,000 visitors to enjoy samplings from **food truck vendors and local culinary talents; locally produced craft beer, hard cider and wine; fabulous live music, new programming**, and the best of MetroWest shopping, arts and cultural experiences offered by more than 100 artisans, crafters, retailers, and cultural and community groups.

About the MetroWest Visitors Bureau (MWVB): As the only regional organization with the mission of stimulating the MetroWest economy, we have served many hundreds of businesses, nonprofit agencies, and municipalities since our founding seven years ago. This independent nonprofit organization markets the region's cultural and recreational venues, retailers, restaurants, accommodations, and educational and other services to visitors and residents alike. These marketing efforts also serve to brand the region, build collaborations across sectors and towns, support jobs-producing enterprises, and make residents and employees proud of where they live and work. The Commonwealth of Massachusetts matches each dollar raised by the Visitors Bureau, which doubles the impact of every revenue source.

Highlights of MetroFest 2020

Event features: MetroFest 2020 will

- **Offer fun programming and popular activities:**
 - Watch teams building large, colorful playhouses for the backyards of MetroWest veterans with Habitat for Humanity of MetroWest/Central Mass
 - Enhanced Kids Town area with climbing wall, Touch-a-Truck, Escape Room Live, bounce house, obstacle course, curling anyone, and other interactive elements
 - Tastings tent for enjoying samples of locally crafted beer, wine, and hard cider
 - Recreational games and demonstrations, including summer camp games
- **Showcase Bowditch Field Athletic & Cultural Complex:**
 - A spectacular, state-of-the-art, enclosed complex in the heart of Boston's western suburbs
- **Present Main Stage Entertainment:**
 - Well-known music and entertainment, each drawing their own loyal followers
- **Feature artisans, crafters, cultural institutions, and regional community groups:**
 - More than 100 exciting exhibitors featuring items and services unique to our region
- **Highlight community groups and partnerships:**
 - Display areas enabling communities to build awareness and showcase attributes
 - Community Stage for showcasing the richness and diversity of regional arts groups, and a magic show, too!

Admission: Admission is FREE! Once inside, attendees will enjoy a lively atmosphere of music and entertainment, children's activities, and demonstrations, and the ability to purchase beer/wine tastings, gourmet food, and artisans/crafters merchandise.

Sponsorship: As a nonprofit organization, the success of MetroFest depends on the support of the business community. Because we no longer charge an admission fee, this community event depends even more on your generosity. MetroFest seeks the financial support of municipalities, corporations, financial institutions, medical centers, colleges/universities, foundations, and retailers. To discuss how you can benefit from participating as a sponsor, please contact:

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