



MetroFest 2017

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

Saturday, June 17, 2016 • 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!

Building on the success of the first three MetroFests, we expect to draw 8,000 visitors to enjoy samplings from **food truck vendors and local culinary talents, craft beer and wine, fabulous live music**, 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 five 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 2017

Event features: MetroFest 2017 will . . .

- **Expand on the success of MetroFest 2015 with greater integration of food trucks with other activities:**
 - Additional food and drink vendors and local culinary talents representing regional businesses
 - Diverse, interactive experiences for visitors of all ages, including enhanced kids area with video game truck, bounce house and other interactive elements
 - Local craft-beer and wine tastings
 - Event MC to provide sponsor- and activity-focused announcements throughout the event
- **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 businesses:**
 - More than 100 exciting exhibits featuring unique and one-of-a-kind offerings
- **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

Admission: Admission is FREE this year! 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. With free attendance for 2017, this community event depends even more on your generosity. MetroFest 2017 seeks the financial support of municipalities, corporations, financial institutions, medical centers, colleges/universities, foundations, and individuals. To discuss how you can benefit from participating as a sponsor, please contact:

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