



To benefit the preservation of Stanley Park

Stanley Park

400 WESTERN AVENUE, WESTFIELD, MA 01085 | (413) 568-9312 | www.stanleypark.org

Dear Friends of Stanley Park,

We are excited to share with you a variety of sponsorship opportunities for events and programs that are planned for the Park's 2024 season. We have added additional events to this year's sponsorship packet; one being an all-day celebration for Stanley Park's 75th Anniversary. The enclosed sponsorship packet has several giving levels to choose from. Please know that you will be recognized for your giving through various sources, including social media.

Sponsorship Opportunities in 2024:

Sunday Night Concert Series (June 2 – August 11)

The 2024 season has ten exciting bands lined up to perform live on Stanley Park's Beveridge Pavilion stage. The concerts are extremely popular and bring in hundreds of guests each week.

"75th Anniversary Celebration" (August 17)

Stanley Park has planned a day filled with events for all ages, which include Park tours, nature workshops, a variety of performances, activities and more. It will be a fun time for all!

Annual Fundraiser "Diamond Jubilee" (September 14)

This is Stanley Park's largest annual, in-person fundraiser. It is a catered event with both a live and a hybrid auction. The proceeds, including sponsorships, help to maintain and sustain Stanley Park for the enjoyment of patrons today and future generations.

12th Annual Run Stanley 5k (October 6)

Stanley Park's 12th Annual Run Stanley 5k event brings the community together. There is the traditional 5k run/walk, an all accessible, 1-mile, non-competitive walk, a Munchkin Run for younger participants and a K9 walk/run. Run Stanley helps to raise funds for the maintenance of the Frank Stanley Beveridge Wildlife Sanctuary trails, bridges, and accessibility throughout Stanley Park.

Whimsical Fairy Walk (October 12 - October 13)

This event is a weekend of magic and wonder. Last year was the event's debut, with over 1,000 people who came to see the tiny little homes, built by friends of the Park, with hopes of catching a glimpse of its occupant.

Friday Mornings for Children (June 28 – August 23)

This summer program will bring eight shows to the stage for the area's youth. There will be live music, magic, storytelling and more. The attendees will be entertained while learning about the beautiful world around us!

Stanley Park is a private, non-profit organization. We rely on our donors to help with its maintenance and upkeep. Your sponsorship will be a significant help to ensure that Stanley Park is around for many years to come so people can enjoy nature at its best. For additional information, please contact Nikki Cornelius at (413) 568-9312, ext. 108 or Lori Fiske, ext. 112 or by email at development@stanleypark.org.

We thank you for your support.

Victoria L. Connor
Managing Director

The Stanley Park of Westfield, 400 Western Avenue, PO Box 1191, Westfield, MA 01085
Stanley Park is a 501(c)3 organization and your contribution is tax deductible as allowed by law.

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Victoria Connor
Managing Director
of Stanley Park

The Stanley Park is a private non-profit organization that was established in 1949. The park continues to flourish through the generosity of our donors. Thank you for helping us to perpetuate the dreams of the park's founder, Frank Stanley Beveridge by maintaining Stanley Park as a refuge of physical and spiritual beauty where individuals and families may enjoy gardens, trails, music, educational, sporting and cultural activities in peaceful surroundings, and to retain habitat and sanctuary for the wildlife in the area.



Sunday Night Concert Series

Runs June 2th – August 11th

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$5,000 Donation: Company banner* displayed at every concert, large company logo listed on concert signage, your name announced at every concert as a Title sponsor, large company logo listed on our concert line-up sheet, which is available at every concert and highlighted on our website and social media.

FIVE-SHOW SPONSOR

\$2,500 Donation: Company banner* displayed at either the first five or last five concerts, large company logo listed on concert signage, your name announced at the five concerts as a five-show sponsor, large company logo listed on our concert line-up sheet, which is available at every concert and highlighted on our website and social media.

TWO-SHOW SPONSOR

\$1,000 Donation: Large company logo listed on concert signage, your name announced at two concerts of your choice as an evening sponsor, small company logo listed on our concert line-up sheet, which is available at every concert and highlighted on our website and social media.

ONE-SHOW SPONSOR

\$500 Donation: Large company logo listed on concert signage, your name announced at the concert of your choice as an evening sponsor, small company logo listed on our concert line-up sheet which, is available at every concert and highlighted on our website and social media.

SUPPORTER SPONSOR

\$300 Donation: Your large company logo listed on concert signage as a concert supporter sponsor.

PATRON SPONSOR

\$150 Donation: Your small company logo listed on concert signage as a concert patron sponsor.

Banner provided by the sponsor

Concert Series Lineup:

June 2nd: The Eagles Experience

June 9th: Counterfeit Cash

June 16th: Sarah the Fiddler

June 23rd: Still Kickin & The Big City Horns

June 30th: Sweet Hitchhiker

July 14th: Jesse Liam Band

July 21st: Union Jack

July 28th: Changes in Latitudes

August 4th: The Eddie Forman Band

August 11th: Bad News Jazz & Blues Orchestra

Deadline to sponsor Sunday Concerts: May 17, 2024



Annual Fundraiser

“Diamond Jubilee”

September 14, 2024

A benefit to support the preservation of Stanley Park.

SPONSORSHIP LEVELS

DIAMOND SPONSOR

\$10,000 Donation: Company usage of the Beveridge Pavilion for 8 hours for up to 300 people*, 24 Guest Tickets, company highlighted on website and social media, signage at the event, and a full-page ad in the event program.

PLATINUM SPONSOR

\$5,000 Donation: Company usage of Annex Pavilion for 6 hours for up to 200 people*, 18 Guest Tickets, company highlighted on website and social media, signage at the event, and a full-page ad in the event program.

RUBY SPONSOR

\$2,500 Donation: Company usage of a children's pavilion for 4 hours for up to 50 people*, 12 Guest Tickets, company highlighted on website and social media, signage at the event, and a full-page ad in the event program.

SAPPHIRE SPONSOR

\$1,250 Donation: Company usage of a children's pavilion for 3 hours for up to 50 people*, 6 Guest Tickets, signage at the event, and a half-page ad in the event program.

EMERALD SPONSOR

\$750 Donation: Company usage of children's pavilion for 2 hours for up to 50 people*, 2 guest tickets, signage at the event, and a half-page ad in the event program.

FULL-PAGE AD

\$300 Donation: Full-page (5"x 8") color ad in the event program.

HALF-PAGE AD

\$200 Donation: Half-page (5"x 4") color ad in the event program.

QUARTER-PAGE AD

\$125 Donation: Quarter-page (5"x 2") color ad in the event program.

AUCTION SPONSOR

Gift in Kind Donation: Donation of an item to be auctioned off at the fundraiser.

Please email your ad in a jpg or png file to development@stanleypark.org by August 16, 2024.

*Pavilion will need to be booked by contacting the Stanley Park Main Office. Subject to availability.

Deadline to sponsor Fundraiser: August 16, 2024



75th Anniversary Celebration

August 17, 2024

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$5,000 Donation: Company banner* displayed in the Beveridge Pavilion for the 75th Anniversary Celebration. Each press release about the event will state that the day's events are brought to you by "your company". Your name will be announced at the beginning of each program scheduled that day. Large company logo listed on schedule signage, large company logo listed on our schedule of events sheet, which is available at every concert and children's program, as well as highlighted on our website and social media for being the Title sponsor.

GOLD SPONSOR

\$3,500 Donation: Will allow us to offer a performance by SHOW Circus Studio! Company banner* displayed where the "SHOW Circus Studio" is set up. Your name will be announced at the beginning of the circus performance. Large company logo listed on schedule signage, large company logo listed on our schedule of events sheet, which is available at every concert and children's program, as well as highlighted on our website and social media for being a Gold sponsor.

SILVER SPONSOR

\$1,500 Donation: Your name will be announced at the beginning of one of the performances taking place that day. Large company logo listed on schedule signage, large company logo listed on our schedule of events sheet, which is available at every concert and children's program, as well as highlighted on our website and social media for being a Silver sponsor.

COPPER SPONSOR

\$750 Donation: Large company logo listed on schedule signage, large company logo listed on our schedule of events sheet, which is available at every concert and children's program, as well as highlighted on our website and social media for being the Copper sponsor.

FULL-PAGE AD

\$500 Donation: Full-page ad in special addition of Westfield Evening News for Stanley Park's 75th Anniversary.

HALF-PAGE AD

\$350 Donation: Half page ad in special addition of Westfield Evening News for Stanley Park's 75th Anniversary.

QUARTER-PAGE AD

\$200 Donation: Quarter page ad in special addition of Westfield Evening News for Stanley Park's 75th Anniversary.

Banner is provided by sponsor

Deadline to sponsor 75th Anniversary Celebration: July 26, 2024



12th Annual Run Stanley 5k

October 6, 2024

5K Run/Walk to support the preservation of the Frank Stanley Beveridge Wildlife Sanctuary.

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$1,000 Donation: Premium placement of your company's name and logo at the Run Stanley event, both on the course as a mile sponsor and in a prominent place near the registration area, announcement of your Title sponsorship during Run Stanley, social media promotion, 6 Run Stanley Registrations and a table display in the Vendor Village (optional).

GOLD SPONSOR

\$500 Donation: Placement of your company's name and logo at the Run Stanley event on the course as a mile sponsor, announcement of your Gold sponsorship during Run Stanley, social media promotion, 2 Run Stanley Registrations and a table display in the Vendor Village (optional).

SILVER SPONSOR

\$250 Donation: Placement of your company's name and logo on the 1-mile all-accessible course as a Silver sponsor, social media promotion and a table display in the Vendor Village (optional).

COPPER SPONSOR

\$100 Donation: Social media promotion and a table display as a Copper sponsor on the water table.

VENDOR VILLAGE

\$50 Donation: A (10'x10') space provided near Start/Finish Line of the race and an 8' table, if needed, to set up your display.

We invite local businesses and organizations to show their support for Stanley Park by signing on as sponsors of the Annual Run Stanley 5k run/walk. Your sponsorship will also include the opportunity to participate in the Vendor Village, which will include a Health & Wellness section, K9 vendors, local businesses, service providers, and organizations who can share information and offer promotional coupons to runners, walkers and their guests. We also encourage you, your co-workers, family members and friends to come and take part in this event.

Deadline to sponsor Run Stanley 5k: September 13, 2024



Whimsical Fairy Walk

October 12th & 13th, 2024

A fundraiser to support the preservation of Stanley Park.

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$1,000 Donation: Build a fairy neighborhood, including a fairy business that represents your company which should have your name or logo on it. There will be one fairy-sized sign at the entrance and one at the exit of your neighborhood stating the neighborhood was sponsored by your name/logo. Your company logo will be displayed at each craft table as the title sponsor. All advertisements online and in the newspaper will state the event is sponsored by you and will include your company logo.

GOLD SPONSOR (Two available)

\$400 Donation: This will cover the cost of a one-hour performance of Fairies of the Season by Talking Hands Theatre. An announcement will be made before the performance that your company is sponsoring the show. Your company logo will be displayed on a large sign on the stage as the sponsor of the show and will be announced on social media and on our website.

SILVER SPONSOR

\$350 Donation: Build a fairy house which should have your company logo on it. There will be a fairy-sized sign with a logo on it in front of your house/business. Your company logo will be displayed at one craft table as a sponsor as well as on our social media and website.

COPPER SPONSOR

\$250 Donation: Build a fairy house which should have your company logo on it. There will be a fairy-sized sign with a logo on it in front of your house/business. Your company logo will be displayed on our social media and website.

BRONZE SPONSOR

\$150 Donation: Your company logo will be displayed at one craft table as a sponsor as well on our social media and website.

Deadline to sponsor Fairy Walk: September 13, 2024



Friday Mornings for Children

June 28, 2024 - August 23, 2024

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$500 Donation: Company banner* displayed at all the Children Programs, large company logo listed on signage at the show, your name announced before every performance as the Title sponsor, large company logo listed on our Children's Program lineup sheet which is available at all the children and concert performances as well as a highlight on our website and social media.

FOUR-SHOW SPONSOR

\$250 Donation: Company banner* displayed at either the first four or last four Children Programs, large company logo listed on signage at the show, your name announced before each of your four selected performances as a four-show sponsor, large company logo listed on our Children's Program lineup sheet which is available at all the children and concert performances as well as a highlight on our website and social media.

SUPPORTER SPONSOR

\$175 Donation: Large company logo listed on Children's Program signage, small company logo listed on our lineup sheet that is available at all the children and concert performances as well as a highlight on our website and social media.

Banner is provided by sponsor

Series Lineup:

June 28th: Tom Knight Puppets

July 12th: The Park Book Series

July 19th: The Grumbling Gryphons

July 26th: Davis Bates: Songs & Stories for Everyone

August 2nd: Talking Hands Theatre

August 9th: Ed the Wizard

August 16th: Ed Popielarczyk/Park B-Day

August 23rd: Wingmasters

**Deadline to sponsor Friday Morning Children's Programs:
May 17, 2024**

