



GREENFIELD RECREATION DEPARTMENT

20 Sanderson Street, Greenfield, MA 01301
PHONE (413) 772-1553 ☎ FAX (413) 773-0115
www.greenfieldrecreation.com



November 28, 2016

Dear Winter Carnival Supporter,

Winter Carnival has been a long standing tradition within Greenfield since 1922. In February of 2017, we will proudly celebrate our 95th Winter Carnival! Since its very beginning, this event has brought the community together in celebration, in a time of year that can be long, cold, and dreary. While we may not be able to ride down the toboggan and ski jump chutes of yesteryear, we can race down Beacon Hill in our homemade cardboard sleds or ice skate on our outdoor ice rink. Although a lot has changed in the past 95 years, one thing remains constant-- the support of this event by local businesses and residents like you! As another New Year approaches, it is time to start thinking about how you can become a part of this beloved event.

The 2017 Winter Carnival celebration will take place from February 3rd-5th, and we are seeking financial support from our local businesses to make that possible. We ask for donations of any size and kind, including monetary and gift certificate, product, or service donations. Please see our attached sponsorship levels to see what your sponsorship dollar can do for you. Your contributions support this event by helping to cover expenses incurred by the Recreation Department. This includes fireworks, prizes, publicity, hayrides, entertainers, arts and crafts, and the many other associated expenses. As you may know, the Recreation Department receives no financial support from the town budget for special events, yet thousands of members of the community benefit. It is generous businesses like you that keep this event alive. To be included in print materials, please return your sponsorship form by December 14th.



If you have any other ideas about how your business can become more involved in our department and this event, please call the Recreation Department. Thank you for your support of this event as it truly "warms the winter" for so many.

Sincerely,

Christy Moore
Recreation Director

Kelly Jenkins
Program Supervisor

Maddy Benjamin
Program Supervisor

We Create Community Through People, Parks, & Programs!

Greenfield Winter Carnival Sponsorship Levels

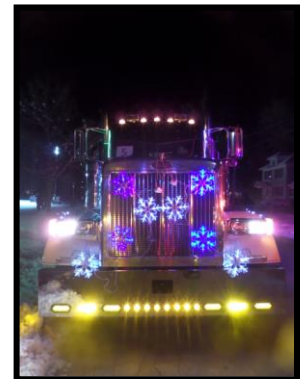
\$1,000 Nor'easter Sponsor

- ❄ Most Prominent Logo Inclusion in all Print Advertisement
- ❄ Name Listed in all Press Releases
- ❄ Linked Logo on Webpage
- ❄ High Visibility Banner Display Location at Beacon Field
- ❄ Vendor or Display Opportunity
- ❄ Logo on Back of Event T-Shirt
- ❄ 4 Free T-shirts
- ❄ 4 Free Breakfast with Frosty Tickets



\$500 Blizzard Sponsor

- ❄ 2nd Most Prominent Logo Inclusion in all Print Advertisement
- ❄ Linked Logo on Webpage
- ❄ Banner Display Location at Beacon Field
- ❄ Logo on Back of Event T-Shirt
- ❄ 2 Free T-shirts
- ❄ 2 Free Breakfast with Frosty Tickets



\$250 Snowball Sponsor

- ❄ Logo Inclusion in all Print Advertisement
- ❄ Logo on Webpage
- ❄ Logo on Back of Event T-Shirt
- ❄ 1 Free T-Shirt
- ❄ 1 Free Breakfast with Frosty Ticket



\$100 Snowflake Sponsor

- ❄ Listing in all Print Advertisement
- ❄ Listing on Webpage
- ❄ Logo on Back of Event T-Shirt

Up to \$50 Frosty Friend

- ❄ Listing on Webpage



SPONSORSHIP LEVELS					
	Nor'easter \$1,000	Blizzard \$500	Snowball \$250	Snowflake \$100	Frosty Friend up to \$50
Vendor or Display Opportunity	❄				
Name Listed in all Press Releases	❄				
Banner Display Location	❄	❄			
Free T-Shirts	4	2	1		
Free Breakfast with Frosty Tickets	4	2	1		
Logo on T-Shirt	❄	❄	❄	❄	
Inclusion in all Print Ads	Logo	Logo	Logo	Listing	
Webpage Advertising	Linked Logo	Linked Logo	Logo	Listing	Listing

Greenfield Winter Carnival

February 3rd-5th, 2017

Sponsorship Participation Form

Please Return By December 14th to be included in Print Material

Yes! I would like to support Greenfield's Annual Winter Carnival:

- Nor'easter Sponsor \$ 1,000
- Blizzard Sponsor \$ 500
- Snowball Sponsor \$ 250
- Snowflake Sponsor \$ 100
- Frosty Friend \$ 50 (up to)
- Please accept my donation of \$ _____ to support the Winter Carnival
- Gift Certificate/Product/Service Donation: _____
- I would like to volunteer at Winter Carnival



CONTACT INFORMATION

Your Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

I have enclosed \$ _____

Please make checks payable to the Greenfield Recreation Department

Signature: _____ Date: _____



Please Contact Christy Moore, Recreation Director with any questions:

413-772-1553 Fax 413-773-0115 christym@greenfield-ma.gov

Or mail this form to:

Greenfield Recreation Department, 20 Sanderson Street, Greenfield, MA 01301

