



Made In Massachusetts Fest  
presented by AB Events, LLC  
735 Moore St.  
Ludlow, MA  
info@madeinmassfest.com  
www.madeinmassfest.com

**PREMIUM BEER & WINE TASTING •  
LIVE MUSIC • CRAFTS • FOOD**

Dear Community Partner,

I am writing to invite your company to be a part of the first ever Made In Massachusetts Summer Festival. Made In Massachusetts will be held at the historic Eastern States Exposition in the Young Building in West Springfield, Massachusetts for one weekend during the month of July 2017.

Made In Massachusetts will be the premier family summer food, drink and craft festival in Western Massachusetts. Join us for family friendly activities such as, but not limited to, beer and wine tasting, live music and entertainment, food tastings, summer festive food and drink unique to Massachusetts, bounce houses, arcade games, over ten live bands on our stage and much more.

This promises to be a first class event and excellent opportunity for local businesses to associate themselves with this historic undertaking that thousands will attend. Now is a perfect time for your business to get involved with Made In Massachusetts. Enclosed with this letter please find the sponsorship packages available. Sponsorships will get your business brand seen by all attendees, in addition to co-branding and much more.

If you have any questions regarding the event, the various levels of sponsorship or how you can further help make this year's event a success; I can be reached directly at (413) 222-0999.

Thank you in advance for your support and participation!

Best,

Benjamin Cornell  
Managing Partner  
Made In Massachusetts  
[Ben@madeinmassfestival.com](mailto:Ben@madeinmassfestival.com)  
[www.madeinmassfest.com](http://www.madeinmassfest.com)

***Platinum Event Sponsor: \$3,500***

- Co-branding on billboards with 2.6 million monthly impressions
- 3' x 8' banner with company logo and custom design displayed in prominent location at venue in addition to a large logo on banner with all sponsors
- Radio advertisement with your company name as "Made in Massachusetts Festival brought to you by \_\_\_\_\_"
- Your company logo on our high traffic website
- Logo displayed on all of our marketing materials (brochures, postcards, flyers, posters)
- Logo on the back of our t-shirts
- Main stage acknowledgement during entertainment and live music
- 10 VIP passes (includes weekend long access to and tastings access)
- 5 VIP parking passes
- Free 10'x10' space for business promotion (Ex: dealership can park a vehicle for sale, booth to hand out information to attendees)
- Limited (4) Platinum Sponsorship Packages remaining

***Gold Event Sponsor: \$2,000***

- 3' x 8' banner with company logo displayed and custom design in prominent location at venue in addition to a large logo on banner with all sponsors
- Logo on the back of our t-shirts
- Logo on select marketing material
- Main stage acknowledgement during entertainment and live music
- Your company logo on our high traffic website
- Free 10'x10' space for business promotion (Ex: dealership can park a vehicle for sale, booth to hand out information to attendees)
- 5 VIP passes (includes weekend long access to and tastings access)
- 2 VIP parking passes

***Silver Event Sponsor: \$1,000***

- Medium logo displayed on a banner by the main stage showing all event sponsors
- Your company logo on our high traffic website
- Logo on select marketing material
- 4 VIP passes (includes weekend long access to and tastings access)
- 1 VIP parking pass

### ***Bronze Event Sponsor: \$500***

- Small logo displayed on banner by the main stage showing all event sponsors
- Your company logo on our high traffic website
- 2 VIP passes (includes weekend long access to and tastings access)

### ***Activity Sponsor***

In addition to event sponsors, we are also looking for specific activity sponsors. The current remaining activities to be sponsored are:

#### ***Premium Beer & Wine Tasting Area - \$3,500***

Saturday from 12 PM to 10 PM and Sunday from 12 PM to 6 PM, Made In Massachusetts will be showcasing 30 of Massachusetts' finest local breweries and wineries. This all-inclusive tasting is a premium event in which guests will experience the premier spirits Massachusetts has to offer all while enjoying live music and entertainment. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed in the area at all times, in addition to "Beer and Wine Tasting presented by Your Company Name" banners. Have your logo featured on our tasting glasses to all attendees in this area, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

#### ***Made in Massachusetts Main Stage - \$3,500***

Saturday from 12 PM to 10 PM and Sunday from 12 PM to 6 PM, Made In Massachusetts will feature over 10 of the areas best and biggest bands, as well as potential celebrity appearances. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed on the center of the stage, in addition to "Live music presented by Your Company Name" banners. Have your business recognized on the stage in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

#### ***Beer and Wine Garden - \$3,500 - SOLD***

Saturday from 12 PM to 10 PM and Sunday from 12 PM to 6 PM, Made In Massachusetts will feature a large beer and wine garden adjacent to the stage. With this sponsorship, a 3'x 8' banner with only your company logo and information (decided by you with help from our design team) will be displayed at the entry to the garden, in addition to "Made in Mass Beer Garden presented by Your Company Name" banners. Have your business recognized in one of the most enjoyable areas at the festival in front of all attendees, and enjoy acknowledgements on our social media, your logo on our high traffic website, 5 VIP passes, 2 VIP parking passes, and your large logo on our additional sponsor banner.

*Submission Form*

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Please circle sponsorship level or activity sponsorship:**

PLATINUM

GOLD

SILVER

BEER AND WINE TASTING

MAIN STAGE

BRONZE

BEER GARDEN

**Total Sponsorship Fee:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**If paying by check, please make checks payable to AB Events, LLC. By signing below, I authorize AB Events, LLC, to charge me for the total sponsorship fee stated above.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please mail or fax this form to:**

Made In Massachusetts Fest

735 Moore St.

Ludlow, MA