

1st Annual

# Families First FEST

Western Mass



SPONSORSHIP BROCHURE

**Saturday**  
**May 10, 2025**  
**1-4 PM**

- LIVE MUSIC & PERFORMANCES
- ARTS & CRAFTS
- COMMUNITY RESOURCES
- FACE PAINTING
- RAFFLE PRIZES
- REFRESHMENTS
- AND MORE!

**Chestnut Middle School**  
355 Plainfield St, Springfield



# Families First FEST

## ABOUT THE EVENT

Families First FEST is a full day of community family fun designed for families to come together to play, explore, learn, and engage. Last year, over 1,000 attendees joined us for our inaugural event in Boston — and with your help, this year's event in Western MA will be even better!

Families First FEST will feature kid-friendly activities such as face painting, a petting zoo, an arts and crafts corner using recyclable materials, interactive vendors, live entertainment, and access to community resources. Admission is open to all and free of charge.

## ABOUT FAMILIES FIRST

For **more than 35 years**, Families First has been a leader in providing parenting programs across the Greater Boston area, and has recently expanded to Western Massachusetts.

Our vision is that **every parent** is strong and supported, **every community** benefits from the power of parents, and as a result, **every child** is thriving and resilient.

[Learn more about our work](#)

## WHY SPONSOR?



- Promote your business to over 1,000 local attendees
- Demonstrate your values to your employees and members of the Western MA community
- Increase employee engagement by tabling at the event or participating in other corporate volunteer opportunities
- Help enact positive, sustained, and meaningful change for families in Massachusetts

# SPONSORSHIP BENEFITS TABLE



	FEST FRIEND \$3,000	PLAY PATRON \$5,000	FUN & GAMES LEADER \$10,000	FESTIVAL CHAMPION \$15,000
Logo on invitation, website, and select event signage	✓	✓	✓	✓
Opportunity to table at event and distribute materials	✓	✓	✓	✓
Recognition on social media, e-blasts, and donation page		✓	✓	✓
Additional logo promotion on festival grounds		✓	✓	✓
Inclusion in press releases			✓	✓
Shout-out during event kick-off announcements			✓	✓
Prominent feature in radio PSAs				✓
Naming rights for a special area or activity within the festival				✓

**Deadline: April 1**

Looking to make an in-kind donation?  
Interested in a benefit you don't see listed?

Reach out to Petra!

[praposo@families-first.org](mailto:praposo@families-first.org) / 617-868-7687 x32



# A SPECIAL THANK YOU TO LAST YEAR'S SPONSORS



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