**Advertising Partnership Benefits**

**TOWN OF NORTHFIELD 350TH ANNIVERSARY 2023**

***Choose the level that meets your advertising or philanthropy goals.***

|  |  |  |
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| **ANNIVERSARY UNDERWRITERS** | **EVENT SPONSORS** | **FRIENDS** |
| **Advertising Partnership Benefits** | **Major Underwriter $7,500-5,000** | **Contributing Sponsor** **$4,000-2,500** | **Individual Event** **$1,000** | **Parade****Sponsor****$1,000** | **Business Friend of** **The 350th** **$500\*** |
| Major Underwriter Recognition for ALL Events and Series and in All Print, Broadcast and Electronic Media |  |  |  |  |  |
| Top Banner Position with Logo in *Recorder* newspaper promotions and on Anniversary website |  |  |  |  |  |
| Mid-Position Acknowledgement in *Recorder* newspaper promotions and Anniversary website |  |  |  |  |  |
| Listing in *Recorder* newspaper promotions and Anniversary website |  |  |  |  |  |
| Major Sponsor Acknowledgement in Radio Ads for “Northfield History Minute” and Event promotions  |  |  |  |  |  |
| Contributing Sponsor Mentions in Radio Ads for “Northfield History Minute” and Event promotions |  |  |  |  |  |
| Contributing Sponsorship Designation in Individual Events or Series Acknowledge in Promotions |  |  |  |  |  |
| Sponsorship Acknowledgement of One Individual Event in Print and Social Media Promotions  |  |  |  |  |  |
| Name and Logo on One “Northfield History” Utility Pole Banner on Main Street/Rt.63 |  |  |  |  |  |
| Waived Entry fee for vehicle in the Parade, October 1, 2023 |  |  |  |  |  |
| Top Banner Position on Commemorative Posters |  |  |  |  |  |
| Front Placement of Name and Logo on Anniversary Tee Shirts |  |  |  |  |  |
| Back Placement on Anniversary Tee Shirts |  |  |  |  |  |

NOTES: \* Pole Banner availability in the immediate Village Center is limited.

To discuss your options, please contact a member of the Community Engagement Team or call Joan and Steve Stoia at 413-835-1269 or your personal CE Group contact. We are happy to work with you to craft the right package of participation for you.

Thank you,

Town of Northfield 350th Anniversary Committee

Stacy Bond, Chair

69 Main Street, Northfield MA 01360