



# Advertising Partnership Benefits

TOWN OF NORTHFIELD 350<sup>TH</sup> ANNIVERSARY 2023

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

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 350 <sup>th</sup> \$500*
Major Underwriter Recognition for ALL Events and Series and in All Print, Broadcast and Electronic Media	<input checked="" type="checkbox"/>				
Top Banner Position with Logo in <i>Recorder</i> newspaper promotions and on Anniversary website	<input checked="" type="checkbox"/>				
Mid-Position Acknowledgement in <i>Recorder</i> newspaper promotions and Anniversary website		<input checked="" type="checkbox"/>			
Listing in <i>Recorder</i> newspaper promotions and Anniversary website			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Major Sponsor Acknowledgement in Radio Ads for "Northfield History Minute" and Event promotions	<input checked="" type="checkbox"/>				
Contributing Sponsor Mentions in Radio Ads for "Northfield History Minute" and Event promotions		<input checked="" type="checkbox"/>			
Contributing Sponsorship Designation in		<input checked="" type="checkbox"/>			

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Individual Events or Series Acknowledge in Promotions					
Sponsorship Acknowledgement of One Individual Event in Print and Social Media Promotions			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Name and Logo on One "Northfield History" Utility Pole Banner on Main Street/Rt.63	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Waived Entry fee for vehicle in the Parade, October 1, 2023	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Top Banner Position on Commemorative Posters	<input checked="" type="checkbox"/>				
Front Placement of Name and Logo on Anniversary Tee Shirts	<input checked="" type="checkbox"/>				
Back Placement on Anniversary Tee Shirts		<input checked="" type="checkbox"/>			

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 350<sup>th</sup> Anniversary Committee  
Stacy Bond, Chair  
69 Main Street, Northfield MA 01360

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