

# West End Community Center

150 Staniford Street Suite 9 Boston MA 02114  
617.670.1900



Dear Neighbor,

On behalf of the West End Community Center, it is our pleasure to introduce you to the West End Children's Festival. This annual community event began in 2006 with the wish of 26 neighborhood children to have a street fair. The festival continues to grow leaps and bounds every year. Hosted by an all-volunteer, non-profit organization, this unique festival offers games, food, and entertainment to Boston residents completely free of charge. The West End Children's Festival attracts thousands of visitors from diverse backgrounds and ages each year and proudly hosts local children from Mass General Hospital, Shriners Burn Hospital, and Children's Hospital for a day of free fun, entertainment, and community building. Last year we celebrated the "International Flavor" of the West End with food, games, and performances that highlighted Boston's diversity. This year our theme is "Celebrating the Arts" and we invite you to participate.

The 7th Annual West End Children's Festival will be held on Thoreau Path in the West End, on Saturday, August 18th, 2012 from 12 to 3 p.m. We will highlight the culturally rich West End neighborhood and nurture an appreciation for the Arts with workshops, arts & crafts, and performances. Our projected attendance for this year is over 2,500. To achieve these goals, we need your support.

Enclosed you will find opportunities for participation: sponsorship, donation, and in-kind support. As always, all contributions to the West End Community Center are tax-deductible. Your financial support ensures a successful children's festival and assists the West End Community Center, a completely sponsor-funded organization, in our efforts to provide multi-generational programming throughout the year. Please consider making a donation to help to support our 7th Annual West End Children's Festival and the West End Community Center.

We request that you return the participation form by May 31st, 2012. We look forward to working with you this year and thank you in advance for your continued support.

Kind regards,

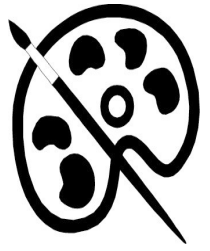
Martha G. Maguire  
President  
West End Community Center  
617.670.1900

Tatiana Mercado  
Festival Director  
West End Children's Festival  
617.670.1900

# West End Children's Festival 2012

## Sponsorship Packages

All sponsorship forms should be returned by **May 31, 2012** to ensure that ads will be in the program book.



### Presenting Sponsor [\$10,000+]:

- Special considerations

### Diamond Sponsorship [\$5000+]:

- You will get a Full-Page Ad in the Children's Festival Program Book.
- You will be featured on our West End Children's Festival website as a Festival sponsor.
- Your Company Logo will be printed on the banner, presented on event day.
- Your Company Logo will be included in the 7th West End Children's Festival flyer.
- Your Company Logo will be displayed on registration tables.

### Platinum Sponsorship [\$3000+]:

- You will get a Full-Page Ad in the Children's Festival Program Book.
- You will be featured on our West End Children's Festival website as a Festival sponsor.
- Your Company Logo will be printed on the banner, presented on event day.
- Your Company Name will be included in the 7th West End Children's Festival flyer.

### Gold Sponsorship [\$1500+]:

- You will get a Full-Page Ad in the Children's Festival Program Book.
- You will be featured on our West End Children's Festival website as a Festival sponsor.

### Silver Sponsorship [\$1000+]:

- You will get a Half-Page Ad in the Children's Festival Program Book.
- Your Company will be mentioned on the West End Children's Festival website as a sponsor.

### Bronze Sponsorship [\$500+]:

- You will get a Quarter-Page Ad in the Children's Festival Program Book.
- Your Company will be mentioned on the West End Children's Festival website as a sponsor.

### Service Sponsor [Festival Vendor]:

- You will get a Quarter Ad in the Children's Festival Program Book.

### Family Ads:

**\$100**

- 1/4 Page Ad.

**\$200**

- 1/2 Page Ad.

**\$500**

- Full Page Ad.

#### Program Book Details:

·Book Size: 4.25" x 5.50" (half letter size)

·Color: Black & White

·Ad Specification: Resolution: 300dpi, Format: jpeg, tiff, pdf

#### ·Ad Sizes:

- Quarter page ads are 2.75" wide by 4.25" high
- Half page ad is 5.5" wide by 4.25" high (horizontal only)
- Full page ad is 8.5" wide by 5.5" high if horizontal , or 5.5" wide by 8.5" high if vertical



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## 7th Annual West End Children's Festival 2011

### Sponsorship Form

Business Name	
Contact Person	
Business Address	
Phone Number	
E-Mail	

### Sponsorship

- |                                    |  |                                 |
|------------------------------------|--|---------------------------------|
| <b>Print</b>                       | <b>Service</b>                               | <b>Family Ads</b>               |
| <input type="checkbox"/> \$ 10,000 | <input type="checkbox"/> Food Donation       | <input type="checkbox"/> \$ 500 |
| <input type="checkbox"/> \$ 5000   | <input type="checkbox"/> Hosting an Activity | <input type="checkbox"/> \$ 200 |
| <input type="checkbox"/> \$ 3000   | <input type="checkbox"/> Performance         | <input type="checkbox"/> \$ 100 |
| <input type="checkbox"/> \$ 1500   |  |                                 |
| <input type="checkbox"/> \$ 1000   |  |                                 |
| <input type="checkbox"/> \$ 500    |  |                                 |

### Donations

- I Would like to make a financial contribution in another amount \$ \_\_\_\_\_

Briefly describe your donation:

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Please make your tax deductible checks payable to: WECC (West End Community Center) no later than Thursday, 31 May 2012. Tax ID# 501c3-26-1760716. All Ads must be emailed to [tm@westendcommunitycenter.com](mailto:tm@westendcommunitycenter.com) by 31 May 2012 or they will not be included in the program book.