



Event Sponsorship Packet

Families FirstFEST



Play, Explore, Engage...Community Family Fun!

FREE & OPEN TO ALL

**Saturday
June 8th, 2024
1-4 PM**

 Reggie Lewis Center

- LIVE MUSIC
- ARTS & CRAFTS
- GAMES & CONTESTS
- FACEPAINTING
- AND MORE!

Our IMPACT

Parents have the power to shape their children's futures and make their communities stronger.

Families First works with more than 800 parents every year, helping to strengthen their parenting knowledge, skills, and support and elevate their voices within the early childhood system.



90% of brain structures are built in the first 5 years of a child's life.

This Creates a critical window of opportunity for parents to positively impact their child's brain development.



Parents are experts on their children and their communities.

Parents are the most effective agents of change.



Healthy and vibrant communities start with strong and involved parents.

When parents are supported, engaged, and informed, families and communities thrive.

The Event

Families FirstFEST

June 8, 2024
at the Reggie Lewis Center

Families FirstFEST is a new event that will be a full day of community family fun designed for families to come together to play, explore, learn, and engage. The event will feature kid-friendly activities such as face painting, a petting zoo, an arts and crafts corner highlighting projects from recyclable materials, interactive vendors, live entertainment from WMEX, and an appearance from Wally the Green Monster. It will be held at the Reggie Lewis Center in Roxbury on Saturday, June 8th, from 1:00 to 4:00 pm. Admission is open to all and free of charge.

Families First offers high-level visibility opportunities to uplift our sponsors by promoting each unique brand in connection with a critical cause that supports the community.





Sponsorship Opportunities

Contact: Jenn Zocco
617-866-7687 x11
jzocco@families-first.org

Festival Champion

\$10,000

Pre and Post Event Benefits

- ✓ Naming rights for a special area or activity within the festival
- ✓ Highlighted as the Festival Champion sponsor during event kick-off announcements
- ✓ Prominent logo feature on Families First's website and donation page
- ✓ Leading recognition in Families First's social media, e-blasts, invitation, and press release
- ✓ Logo placement on multiple signs within the festival grounds
- ✓ Logo on lawn sign at the corner of Tremont & Mass. Ave. (1 week prior to event)
- ✓ Corporate Volunteer Opportunities
- ✓ Prominent feature in multiple WMEX radio public service announcements

Fun & Games Leader

\$5,000

Pre and Post Event Benefits

- ✓ Prominent logo feature on Families First's website and donation page
- ✓ Leading recognition in Families First's social media, e-blasts, and invitation
- ✓ Logo placement on multiple signs within the festival grounds
- ✓ Logo on lawn sign at the corner of Tremont & Mass. Ave. (1 week prior to event)
- ✓ Corporate Volunteer Opportunities

Play Patron

\$2,500

Pre and Post Event Benefits

- ✓ Logo listed on Families First's website and donation page
- ✓ Recognition in Families First's select social media, e-blasts, and invitation
- ✓ Logo placement on select signage within the festival grounds

Fest Friend

\$1,000

Pre and Post Event Benefits

- ✓ Logo listed on Families First website
- ✓ Logo listed on invitation
- ✓ Logo placement on select signage within the festival grounds

All levels include exhibit space at the festival, the opportunity to share an interactive activity, and opportunities to distribute branded giveaways or samples.

Amplify the Power of Parents
Become a Families First Sponsor

Sponsorship Table



BENEFITS	FEST FRIEND \$1,000	PLAY PATRON \$2,500	FUN & GAMES LEADER \$5,000	FESTIVAL CHAMPION \$10,000
Exhibit Space and Distribution of Materials	✓	✓	✓	✓
Logo on invitation, website, and select signage on grounds	✓	✓	✓	✓
Recognition on select social media, e-blasts, and donation page		✓	✓	✓
Additional signage within the festival grounds			✓	✓
Corporate volunteer opportunities			✓	✓
Logo on lawn sign - Tremont & Mass Ave.			✓	✓
Inclusion in Press Releases				✓
Prominent feature in WMEX radio PSAs				✓
Naming rights for a special area or activity within the festival				✓
Highlight as a sponsor during event kick-off announcements				✓