



2nd Annual

Families First F**EST** Western MA

SPONSORSHIP BROCHURE



Saturday | May 2nd, 2026
1-3:30 PM



War Memorial Building
310 Appleton St, Holyoke

- PERFORMANCES ✓
- PLAY ACTIVITIES ✓
- COMMUNITY RESOURCES ✓
- REFRESHMENTS ✓
- FACE PAINTING ✓
- AND MORE! ✓



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 300 attendees** joined us for our inaugural event in Springfield – and with your help, this year's event in Holyoke will be even better!

Families First FEST will feature kid-friendly activities such as face painting, an arts and crafts corner, interactive vendors, live entertainment, and 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. In 2022, we expanded to Western Massachusetts.

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

[Learn more about our work](#)

WHY SPONSOR?



- **Promote your business** to hundreds of local families
- **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
- Support programs that **amplify the power of parents** to positively impact the lives of children and communities in Massachusetts

SPONSORSHIP BENEFITS TABLE



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

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

Reach out to Jenn!

jzocco@families-first.org / 617-868-7687 x11



THANK YOU TO OUR 2025 SPONSORS

ADD YOUR NAME TO THE LIST!

PLAY PATRON



FEST FRIEND



COMMUNITY PARTNER

