



2nd Annual

Families First F**EST** Western MA

COMMUNITY PARTNERSHIP
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 local business to hundreds of local families
- Connect directly with fellow community members by tabling at the event
- Give back to families in the communities in which you live and work
- Help enact positive, sustained, and meaningful change for families in Massachusetts



SPONSORSHIP BENEFITS TABLE



	COMMUNITY PARTNER \$500	HOMETOWN HERO \$1,000	FESTIVAL FELLOW \$2,500
Logo on invitation, website, and select event signage	✓	✓	✓
Opportunity to table at event and distribute materials/samples	✓	✓	✓
Recognition in e-blasts and Families First website		✓	✓
Additional logo promotion on festival grounds		✓	✓
Naming rights for a special area or activity within the festival			✓
Inclusion in Families First bi-annual newsletter			✓

Deadline: April 1

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

Reach out to Hannah!
hchan@families-first.org



DID YOU KNOW?



96% of Power of Parenting program graduates are highly likely to recommend the program to other parents

Parents who graduate from POP reported decreased parenting stress and an increase in all five Protective Factors:



Parent-child attachment



Social support



Concrete support



Family functioning and resilience



Knowledge of parenting and child development



Ripple Program alumni are more civically engaged than the national average

Ripple alumni also report improving their mental, emotional, and physical health; becoming better advocates for their children; and sharing resources with other parents.



The number one idea I learned from being in Families First is that parents are the #1 untapped resource for positive change in communities and MOST PARENTS HAVE NO IDEA how relatively easy it is to step forward and make a positive impact in their communities.”

—Ripple Program Parent Leader



Our Alumni Services network connects over 1,500 parents with ongoing social support, resources, and professional development pathways

Alumni parents are leaders in their communities and at Families First as ambassadors, staff, Board Members, and Parent Representative Committee members.



THANK YOU FOR AMPLIFYING THE POWER OF PARENTS!



THANK YOU TO OUR 2025 SPONSORS! ADD YOUR NAME TO THE LIST!

PLAY PATRON



FEST FRIEND



COMMUNITY PARTNER

