

Town of Winchendon
Winchendon Community Park
2024 Concerts, Special Events & Movie Nights

Fundraising Campaign

Sponsorship Proposal

Donation Opportunities



BECOME A SPONSOR!

Showcase your support to thousands!

109 Front Street Winchendon, MA

86 Ingleside Road Winchendon, MA



Dear Potential Sponsor,

The Winchendon Parks and Recreation Commission invites you to be a sponsor for the 2024 Season at The Winchendon Community Park. In the last 3 years the Parks & Recreation Commission has grown programming from 8 events to almost 40 events. 2023 kicked off with the Grand Opening of the brand new Robinson-Broadhurst Foundation Performing Arts Amphitheater at The Winchendon Community Park, which set us up for a very successful year of programming. The dollars we receive are critical; without this support these lively community events could not exist. We could not bring such amazing recreational offerings to our fabulous town without these funds.

Our lineup of events this past season has been the best Winchendon has ever offered and we can only hope to continue it this year as we start a very cultural and community oriented programming for our town. In 2024 Winchendon Parks & Recreation strives to bring their programming to a new level with milestone goals of more attendees and even more events. There is no other place like the Winchendon Community Park within 40 miles of Winchendon and we want to ensure this is an asset to the local and surrounding communities.

In 2023 we offered limited sponsorships but in 2024 we are offering a much wider variety of opportunities to market your business and support our park. With each year we are able to grow our reach to surrounding communities and create new and inventive ways of getting your business seen. We hope that you find these sponsorships to be a suitable fit for your marketing needs but if you ever have any questions please reach out to us.

There is a great deal of information in this proposal, and I encourage you to contact me if you have any questions. Being a sponsor is a wise investment of your marketing budget given the constantly changing means in which we connect with the people in our community.

Thank you for the time you will take to review this proposal.

With great appreciation,

Tiffany Newton

Tiffany Newton
Parks and Recreation Coordinator
978-297-5410
www.townofwinchendon.com/winchendon-community-park

LET US BE YOUR

BUSINESS BOOSTER



Support = Proven Benefits

SPONSORSHIPS ALLOW A BUSINESS LIKE YOURS TO BE ASSOCIATED WITH THE POSITIVE BENEFITS OF A COMMUNITY EVENT

- Give your business access to thousands of consumers in a positive environment.
- Community goodwill
- Increase your brand awareness!
- Business exposure through multi-media (including social media) and event advertising campaigns.
- Targeted marketing opportunities to engage one-on-one with people.
- Enhanced profile and awareness of your business within the community.
- Provides participation opportunities for your employees.
- Creates favorable impressions on your business and enhances consumer perception.

DID YOU KNOW?

Your Contribution may be

*Tax Deductable

Why.... It is used for a public purpose

The Town of Winchendon is a Government

Instrumentality

by Act of Congress.

*please check with your financial advisor.

Tax ID: 046-001-370



WHY DO WE CARE ABOUT THESE ACTIVITIES, ESPECIALLY FOR OUR CHILDREN AND TEENS?

- Expose them to good music
- Family Time
- Open up their creative side
- Less screen time
- Making lasting memories
- Build tradition
- Concerts and special events support the whole community

COMMUNITY OUTREACH

- Connects families
- Reduces crime and delinquency
- Enhances ethnic and cultural understanding, harmony, and tolerance
- Provides outlets for conflict resolution
- Supports youth
- Offers lifelines for elderly
- Concerts and special events support all ages and diversities
- No cost, low cost events are needed to support limited income households

SUPPORTING WINCHENDON EVENTS HELPS US WORK TOGETHER TO ENHANCE THESE PROVEN BENEFITS TO THE COMMUNITY
“WINCHENDON WORKING TOGETHER”

OUR EVENTS CAN ONLY GET BETTER WITH YOUR INVOLVEMENT

2023 Season Sponsors

Amphitheater Sponsors

Jacoby Tree Service

Community Day Sponsors

Mathieu Ford Sales

Belletetes Inc

Movie Night Sponsors

Fidelity Bank

Winchendon Furniture


By Light Unseen Media

Tenney Remodeling

Beauvais Insurance

WINCHENDON PARKS & RECREATION

MOVIE NIGHTS



MOVIES SPONSORED BY

Fidelity Bank LifeDesign Banking
Helping you get where you want to be™

Winchendon Furniture Co., Inc.

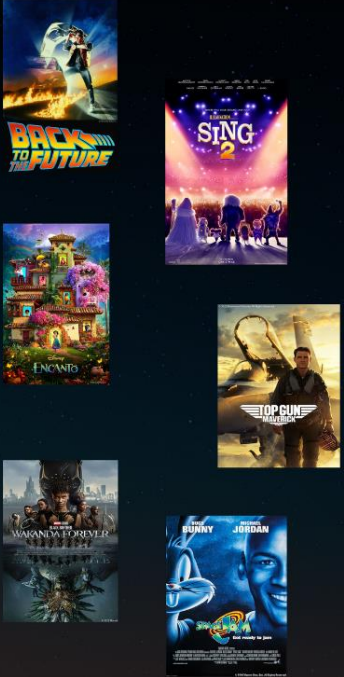
BLUM

Tenney Remodeling
A company you can trust

\$5PP OR 10 AND UNDER FREE

THURSDAYS 6.22.23-7.27.23

WINCHENDON COMMUNITY PARK
86 INGLESIDE ROAD, WINCHENDON, MA



Advertising Methods

We advertise across social media and share to at least 12 different surrounding town sites.

Our newsletter has over 100 subscribers and growing.

Flyers are distributed throughout our town at local businesses, through the schools the Winchendon Housing Authority, and the Senior Center.

We are working diligently to send flyers to our surrounding towns as well, including attending festivals such as farmer's markets and The Greater Gardner Night Out event. We advertise in the Macaroni Kid Leominster, Johnny Appleseed magazine and we have been written about in Johnny Appleseed, The Winchendon Courier online, as well as in the Gardner News.

A minimum of 500 Brochures are distributed for each the Spring/Summer and Fall/Winter season.

As each year passes we get new and exciting ways that we advertise! Some options in the works right now are:

Local Newsletters
Local Radio Stations
And More.....

ADVERTISING METHODS

EVEN MORE WAYS WE GET THE WORD OUT

Events will be advertised on the electronic sign at the amphitheater entrance as applicable

Some larger events will be advertised on the highway sign on Rt 140

The American Legion Post 193 and the Fire Station have also offered to advertise events on their new electronic signs

Larger banners are in the works to advertise across main streets in Winchendon

July 2023 ed. 5

WINCHENDON PARKS & RECREATION

UPCOMING MUSIC

This month Winchendon Parks & Recreation has a full boat of live music to meet everyone's taste. Kicking the month off with a FREE concert at GAR park is The Big Random. More free concerts to follow every Friday in July from 5-8p at GAR park in the gazebo (Mr. Strickland, Ron Morey, The Faceless Hobos, & Perfect Ailb). Each free concert will also feature a food vendor and an ice cream vendor! So come down, grab your dinner and a cool treat for dessert while listening to some rocking bands!



Kicking off our concerts at the Amphitheater on July 8th @ 7pm is Whiskey Crossing a country band hailing from NJ that has toured nationally with names such as Jake Owen and Porgy and Bess. Tickets are just \$25 each.

This month we also have 4Everfab a Beatles Tribute band playing on July 25th at 7pm. Tickets for this band are just \$20 each. Food vendors such as The Twisted Pickle and South 9 will be on site as well as Wachusett Brewing!

Gates open at 5pm and tickets to any of our paid events can be found here: https://www.eventbrite.com/cc/wcp-amphitheater-line-up-1810339?utm_campaign=social&utm_content=creators&utm_medium=discovery&utm_term=odds&collection&utm_source=cp&off=es&cb



BONNIE PAGE @ WCP

Join us as Bonnie Speaks to loved ones from Heaven. July 16th @ 2pm (raindate July 30th)

Wachusett will be on site serving up cold refreshments.

Tickets are just \$25 and kids ages 10 & under are free.

Grab your tickets here:



July 2023 ed. 5

RECREATION BUILDS COMMUNITY

Check out some fun photos from last month's events! Don't forget to submit your photos for our photography contest!!



Tickets to any events can be found on Eventbrite or just call the Recreation office at 978-297-5410 for more information.

MORE TO DO AT THE WCP

July 12-Aug 18- Summer Sunrise Yoga in the park @ 6:30am every Wednesday

Aug 5th- The Lazy Hazy Day of Summer Community Day

Free to everyone, Bees on wheels, hammocks, water games, and Winchendon's Got Talent (Sign up today). Also, Flip flop decorating contest.

Anytime- Take a hike at the Community Park. With over 1.5 miles of trails to hike and a serene backdrop, you couldn't ask for a better spot. Take in some bird watching or find some of the hidden geocaches.

New to the park is our 3-hole disc golf course! The course is in the works of expanding to 9 holes this year but check it out if you are looking for something to do!

MOVIE NIGHTS

THURSDAYS 6:30 PM - 7:15 PM
WINCHENDON COMMUNITY PARK
26 MILLISIDE ROAD, WINCHENDON, MA



Movie nights happening on Thursdays through July starting at dusk. Ages 10 and under are Free and all others are just \$5.

Next up is Sing 2 on July 8th, followed by Black Panther: Wakanda Forever July 12th, Space Jam July 20th, and Back to the Future July 27th

concessions for sale by the youth Change Makers

In the event of rain, movies will be rescheduled.

Thank you to Jacoby Tree Service for Sponsoring an Amphitheater event!



This sponsorship is going towards the Billy and the Jets (Elton John/Billy Joel Tribute Band) on August 25th!

Social Media Stats

We have 2 Facebook platforms and 2 Instagram platforms as well. They are Winchendon Parks & Recreation Commission and Winchendon Community Park

Across all platforms we have 3681 followers with a total post reach of 50,262 in the last 30 days as of July 11, 2023

Our post engagement for the last 30 days is 16,508

Followers on our platforms live in the following towns

Winchendon; Gardner; Templeton; Athol; Orange; Fitchburg; Ashburnham; Leominster; Royalston; Westminster; Rindge, NH; Fitzwilliam, NH & Keene, NH just to name a few.

There is also a small percentage of international followers on each of our pages.



WCP

Recreation



Instagram

WCP

Recreation



2024 TENTATIVE EVENT SCHEDULE

2024 Parks & Recreation Events Schedule					
Cost	Day	Date	Event	Location	Time
\$25	Saturday	January 13th	Crafternoon-Stained Glass	Toy Town Stained Glass	10am
\$35	Sunday	February 11th	Crafternoon-Paint Pour	Town Hall	2pm
\$5	Mon-Sun	Feb 5th-11th	Pizza Crawl	GAR Park**	4pm
TBD	Sunday	March (TBD)	Crafternoon	Town Hall	2pm
Free	Saturday	March 23rd	Easter Egg Hunt	WCP*	11am
\$20	Sat & Sun	April 27th-28th	Renaissance Faire	WCP*	10am
\$50	Sat & Sun	May 4th& 5th	Kentucky Derby Murder Mystery luncheon	TBD	1pm
Free	Saturday	May 11th	Barbie Community Day	WCP*	11am
TBD	TBD	May (TBD)	Concert	WCP*	7pm
Free	Saturday	June 8th	Founders Day	WCP*	11am
TBD	TBD	June 22nd	Concert	WCP*	7pm
Free	Friday	June 28th	Food Truck Festival/Battle of the Bands	GAR Park**	4pm
\$5	Thursday	July 11th	Movie Night	WCP*	Dusk
Free	Saturday	July 13th	Giant Games Community Day	WCP*	11am
\$5	Thursday	July 18th	Movie Night	WCP*	Dusk
TBD	TBD	July (TBD)	Concert	WCP*	7pm
\$5	Thursday	July 25th	Movie Night	WCP*	Dusk
TBD	TBD	July (TBD)	Kids Concert	WCP*	7pm
Free	Friday	July 19th	Summer Concert ^	GAR Park**	6pm
Free	Saturday	August 10th	Animal Community Day	WCP*	11am
TBD	TBD	August (TBD)	Concert	WCP*	7pm
Free	Friday	August 16th	Summer Concert ^	GAR Park**	6pm
Free	Saturday	September 14th	Community Day	WCP*	11am
\$5	Friday	September 20th	Movie Night	WCP*	Dusk
TBD	Saturday	September 21st	Half Way to St. Paddy's Day Concert	WCP*	7pm
Free	Saturday	September 21st	Winchendon Wheels	WCP*	10am
\$5	Saturday	October 5th	Movie Night	WCP*	Dusk
Free	Saturday	October 5th	Community Day	WCP*	11am
TBD	Sunday	October (TBD)	Crafternoon	Town Hall	2pm
Free	Saturday	October 12th	Fall Fest-Pie baking and Pie Eating contest	Clark Parking Lot	10am
TBD	Friday	October (TBD)	Socktober Sockhop	TBD	7pm
\$50	Fri & Sat	October (TBD)	Murder Myster Dinner	TBD	6pm
Free	Saturday	November 9th	Community Day	WCP*	11am
TBD	Sunday	November(TBD)	Crafternoon	Town Hall	2pm
Free	Saturday	December 7th	Tree Lighting	GAR Park**	5pm
Free	Saturday	December 14th	Community Day	WCP*	2pm
*WCP located at 86 Ingleside Road Winchendon, MA 01475					
**GAR Park located at 52 Murdock Ave Winchendon, MA 01475					
^ Rain dates held the Sunday after at 2pm					

2023 EVENT CALENDAR

2023 Parks & Recreation Events Schedule					
Cost	Day	Date	Event	Location	Time
Free	Saturday	April 1st	Easter Egg Hunt	GAR Park**	10am
Free	Saturday	June 10th	Amphitheater Grand Opening	WCP*	3pm
\$5	Thursday	June 22nd	Movie Night @ the Park-Encanto	WCP*	Dusk
Free	Friday	June 23rd	Food Truck Festival	GAR Park**	4pm
\$5	Thursday	June 29th	Movie Night @ the Park- Top Gun: Maverick	WCP*	Dusk
Free	Saturday	July 1st	All American BBQ Community Day w/ Winchendon Winds	WCP*	11am
\$5	Thursday	July 6th	Movie Night @ the Park	WCP*	Dusk
Free	Friday	July 7th	Summer Concert Series	GAR Park **	6pm
\$25	Saturday	July 8th	Whiskey Crossing @ The Amphitheater	WCP*	7pm
\$5	Thursday	July 13th	Movie Night @ the Park	WCP*	Dusk
Free	Friday	July 14th	Summer Concert Series	GAR Park**	6pm
\$5	Thursday	July 20th	Movie Night @ the Park- Space Jam	WCP*	Dusk
Free	Friday	July 21st	Summer Concert Series	GAR Park**	6pm
\$5	Thursday	July 27th	Movie Night @ the Park	WCP*	Dusk
Free	Friday	July 28th	Summer Concert Series	GAR Park**	6pm
\$20	Saturday	July 29th	4EverFab- Beatles Tribute Band @ The Amphitheater	WCP*	7pm
Free	Friday	August 4th	Summer Concert Series	GAR Park**	6pm
Free	Saturday	August 5th	Lazy Hazy Dayz Community Day w/ Winchendon's Got Talent	WCP*	11am
Free	Saturday	August 18th	Andrew Arceci & WMF Artists	WCP*	6pm
\$15	Saturday	August 19th	Johnny Pizzi Comedy @ The Amphitheater	WCP*	7pm
\$20	Saturday	August 26th	Scott Brown & The Diplomats @ The Amphitheater	WCP*	7pm
Free	Sunday	August 27th	WMF-Worcester Jazz Orchestra	WCP*	2pm
Free	Saturday	September 2nd	Back to School Blow out Community Day w/Teen DJ Kaela Riley	WCP*	11am
\$20	Saturday	September 9th	Remincentis-Oldies @ The Amphitheater	WCP*	7pm
\$20	Friday	Sept. 15th	Flock of Assholes @ The Amphitheater	WCP*	7pm
\$5	Saturday	Sept. 16th	Tour De Winchendon	WCP*	TBD
\$10	Saturday	Sept. 23rd	Whiskey Johnson @ The Amphitheater	WCP*	7pm
\$10	Saturday	Sept.30th	The Green Sisters @ The Amphitheater	WCP*	7pm
Free	Saturday	October 7th	Fall Fest-Pie baking and Pie Eating contest	Clark Parking Lot	10am
Free	Saturday	October 14th	Haunted Park Community Day w/ Plead the 5th	WCP*	4pm
Free	Saturday	November 4th	Fall Community Day	WCP*	TBD
Free	Saturday	December 2nd	Festival of Lights	WCP*/GAR Park*	All day
*WCP located at 86 Ingleside Road Winchendon, MA 01475					
**GAR Park located at 52 Murdock Ave Winchendon, MA 01475					

AUGUST 25TH

WINCHENDON PARKS &
RECREATION PRESENTS

HITS FROM

BILLY



AND THE JETS

ELTON JOHN & BILLY JOEL

SPONSORED BY

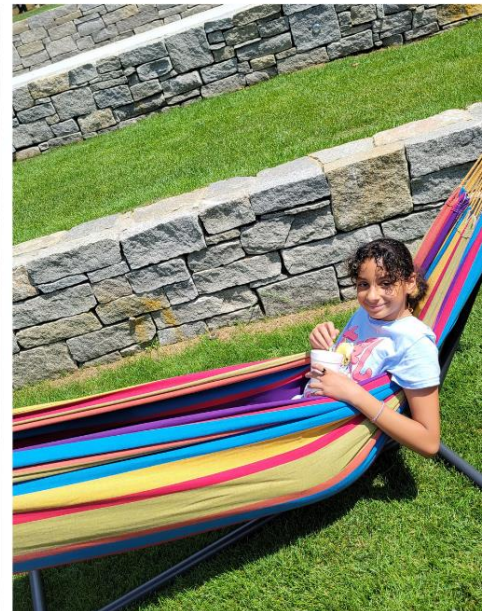


FREE ADMISSION , GATES OPEN AT 6PM
SHOW STARTS AT 7PM
CONSESSIONS FOR SALE BY
MOE'S SWEET EATS AND BULLSPIT
BREWING

WE ASK YOU TO RESERVE YOUR SEAT
ON EVENTBRITE.COM



[WWW.TOWNOFWINCHENDON.COM/
RECREATION-COMMISSION](http://WWW.TOWNOFWINCHENDON.COM/RECREATION-COMMISSION)



SPONSORED BY



Back to School Bash

Sept 2nd
11a-2p
FREE

NERF GUN WAR
TEEN DJ
KAELA REILLY
FASHION SHOW
CANDY BAR AND MORE

86 INGELSIDE ROAD,
WINCHENDON, MA 01475

HOSTED BY WINCHENDON
PARKS & RECREATION

WINCHENDON
PARKS & RECREATION
HOSTED BY WINCHENDON

FREE

WINCHENDON, MA 01475
86 INGELSIDE ROAD,
CANDY BAR AND MORE

YOU'RE INVITED TO

THE HAUNTED PARK

OCTOBER 14 | 2-9 PM

TRUNK OR TREAT BROUGHT TO YOU
BY THE CLARK YMCA,
PET PARADE, HAUNTED TRAILS, LIVE
MUSIC AND MORE

SPONSORED IN PART BY MATHIEU FORD AND THE
WINCHENDON CULTURAL COUNCIL



Mass
Cultural
Council

86 INGLESIDE ROAD,

WINCHENDON, MA 01475

RAIN DATE OCTOBER 21ST





© Kyle Bradley

SPONSORSHIP LEVELS

This year we are expanding our tiers of sponsorships to help fund all kinds of events here in Wonderful Winchendon.

TITLE SPONSOR- \$5,000 ONLY 1 available

SEASON SPONSORSHIP- \$2,500 each

CONCERT SPONSORSHIP- \$1,200 each

COMMUNITY DAY SPONSORSHIP- \$500 each

MOVIE SPONSORSHIP- \$300 each

EVENT SPONSORSHIP-\$100 each

RECOGNITION

Recognition	Event Sponsor	Movie Sponsor	Community Day Sponsor	Concert Sponsor	Season Sponsor	Title Sponsor
Certificate & Letter of Honor	x	x	x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Name/logo on Event Flyer(s)	x	x	x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
(1)11x17 flyer to hang up at your business	x	x	x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Name/logo in Parks & Recreation Fall/Winter Brochure (Min. Distb. 500)	x	x	x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
E-Newsletter Recognition (Amount of newsletter mentions (min.))		x1	x2	x4	x6	"Town of Winchendon 2024 WCP season presented by <u>your business</u> " <i>All Newsletters</i>
Sponsor recognition at all 2024 events noting your sponsor level-min times announced		x1	x2	x2	x2	"Town of Winchendon 2024 WCP season presented by <u>your business</u> " <i>All Events x2</i>
Opportunity to set up at specific event(s)		x1	x2	x4	x6	"Town of Winchendon 2024 WCP season presented by <u>your business</u> " <i>All Events</i>
Name/logo in Parks & Recreation Spring/Summer Brochure (Min. Distb. 500)			x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Banner/sign with business name/logo up at events			x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Name/logo on screen before and after movies		x			x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Sponsor Tickets to specific Concert(s) and Event(s)		x1		x1	x2	"Town of Winchendon 2024 WCP season presented by <u>your business</u> " <i>All Events x2</i>
Free Park T-shirt			x	x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "

Recognition on our Facebook Page				x	x	"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Recognition on the Parks & Rec Website Page					x	x
Thank you on Parks & Rec Transfer Station Sign						"Town of Winchendon 2024 WCP season presented by <u>your business</u> "
Press Releases (if applicable) will mention your business as the title sponsor						"Town of Winchendon 2024 WCP season presented by <u>your business</u> "

*logo and font size determined by sponsorship level

**In order to be recognized in the publication, your donation or pledge must be made in time for Spring-Summer Program Booklet by Mar. 1st and for Fall-Winter publication by Aug. 1st. If you missed the Mar. 1 deadline, we will extend recognition into the following program booklet

THANK YOU!

Town of Winchendon
109 Front Street
Winchendon, MA 01475



Recreation
Winchendon Community Park
Amphitheater

Town of Winchendon
2024 Event Sponsors
Sponsorship Form

Checks are made payable to: Town of Winchendon
Remit to the attention of: Tiffany Newton
Winchendon Recreation Department
109 Front Street, Winchendon, MA 01475

Date: _____

Business Name: _____

Contact Name: _____

Phone: _____

Email: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Mailing Address if Different: _____

City: _____ State: _____ Zip: _____

Amount of donation or Sponsorship: _____
(Can be any amount that falls into a category)

Enclosed: ☐ Check ☐ Cash ☐ ACH (not currently available)

In kind donation value: _____

Do you wish to remain anonymous? Yes ☐ No ☐

Recognition Name: _____

Please email your logo to be used for banners and advertising.
Please remit this form with your check via mail, in person or email to:
Tnewton@townofwinchendon.com