

# Sponsorship Magazine



## 2025 WINCHENDON PARKS & RECREATION

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PARTNER WITH  
WINCHENDON PARKS  
AND RECREATION FOR  
COMMUNITY  
SUCCESS

YOUR PARTNERSHIP  
TRANSFORMS  
WINCHENDON PARKS  
AND RECREATION  
EVENTS

ENHANCE  
COMMUNITY BY  
SPONSORING  
WINCHENDON  
AMPHITHEATER'S



PHOTO: ABACUS ARCHITECTS

# 2025 Big Events



**June  
7**

Founders Day,  
Winchendon Community Park

**June  
14**

The Sunset Social Series Kickoff,  
Winchendon Community Park

**June  
28**

Food Truck Festival & Battle of the Bands,  
GAR Park

**July  
19**

Blues, Brew, and BBQ,  
Winchendon Community Park

**Aug  
16**

Comedy Fest  
Winchendon Community Park

**Aug  
23**

The Classics,  
Winchendon Community Park

**Sep  
20**

Harvest Fest,  
Winchendon Community Park

**Sep  
27**

Irish Day,  
Winchendon Community Park

**Oct  
18**

Haunted Fair,  
Winchendon Community Park

**Dec  
6**

Festival of Lights,  
Winchendon Community Park

# From the Team

At the Winchendon Parks and Recreation Department, our mission is to enhance the quality of life in our community through vibrant parks and engaging recreational programs. We are deeply committed to fostering inclusive events that promote health, wellness, and connection among residents. By providing accessible spaces and opportunities for recreation and community outreach, we strive to build a thriving environment where everyone can enjoy nature, engage in active lifestyles, and participate in enriching community experiences.

Our dedication to serving and improving the lives of our community members is unwavering. Through a variety of public events and recreational activities, we aim to bring economic growth to our region while enriching the lives of all who participate. Your support plays a crucial role in helping us achieve these goals and stay true to our mission.

We believe that by working together, we can create a more vibrant, connected, and healthy community. Your involvement and support help us continue to offer high-quality programs and maintain beautiful, functional spaces that benefit everyone.

Thank you for your ongoing support and commitment to our shared vision. Together, we can continue to build a community where every individual can thrive and find joy in the many opportunities our parks and recreational programs provide.



Community Outreach Coordinator  
[Scunningham@winchendon-ma.gov](mailto:Scunningham@winchendon-ma.gov)



Dear Potential Sponsor,

Are you looking for a unique and impactful way to market your business while supporting your local community? The Winchendon Parks and Recreation Commission invites you to join us as a sponsor for the remainder of the 2025 season at The Winchendon Community Park.

Over the past three years, our programming has grown from 8 events to nearly 40 annually—bringing vibrancy, culture, and economic energy to Winchendon like never before. Halfway through the 2025 season, we are proud to report record attendance, enthusiastic community feedback, and an ever-expanding lineup of diverse events.

From the Food Truck Festival and Sunset Socials to Blues, Brew & BBQ, Irish Day, and Harvest Fest, the Robinson and Broadhurst Performing Arts Amphitheater has truly become a cultural destination. Thanks to the support of sponsors like you, we continue to provide accessible, high-quality experiences for residents and visitors alike.

### Why Sponsor?

- **Reach & Visibility** – Position your business in front of thousands of engaged attendees from Winchendon and surrounding communities.
- **Community Impact** – Your support directly enriches our community by funding events that promote connection, culture, and wellness.
- **Exclusive Opportunities** – With sponsorship levels ranging from \$250 to \$10,000, you can choose benefits such as recognition in marketing, banners on site, featured articles, or even title sponsorship for signature events.

### Our Commitment

The Winchendon Parks & Recreation Commission is dedicated to building a stronger, more connected community. Our mission is to make the Winchendon Community Park a hub of arts, recreation, and celebration. With your help, we can continue to elevate programming, expand attendance, and ensure this venue remains a vibrant regional destination.

### Get Involved

Becoming a sponsor is more than a marketing expense—it's a partnership. Together, we can showcase your brand while enhancing the quality of life in Winchendon. Whether you'd like to support one special event or become a year-round partner, we are excited to tailor a package to meet your business goals.

Thank you for considering this opportunity to make a lasting impact on Winchendon. We look forward to partnering with you to make the rest of the 2025 season our best yet.

With great appreciation,

*Shaina Cunningham & The Commission*

Community Outreach Coordinator & The Parks and Recreation Commission

978-297-3155

[www.townofwinchendon.com/winchendon-community-park](http://www.townofwinchendon.com/winchendon-community-park)

[www.townofwinchendon.com/301/Parks-Recreation](http://www.townofwinchendon.com/301/Parks-Recreation)



# Sponsorships

## Community Pillar

Magazine Recognition  
Certificate  
Letter of Honor

**\$250**

## Foundation Supporter

All Community Pillar benefits plus:  
Recognition in Sponsorship Magazine

**\$500**

## Neighborhood Advocate

All Community Pillar and Foundation Supporter benefits plus:  
Mention in Newsletter  
Mention at Parks Sponsored Events  
Free Park T-shirt

**\$1,000**

## Unity Contributor

All Community Pillar, Foundation Supporter, and Neighborhood Advocate benefits plus:  
Free Park Sweatshirt  
Company Banner Displayed at Events  
Name/logo on the bottom of event flyers

**\$2,500**

## Legacy Patron

All Community Pillar, Foundation Supporter, Neighborhood Advocate, and Unity Contributor benefits plus:  
Announcements' at 2 events  
Banner with name/logo up at events  
Season's Pass  
Table Opportunities at 2 Events

**\$5,000**

## Visionary Partner

All Community Pillar, Foundation Supporter, Neighborhood Advocate, Unity Contributor, and Legacy Patron benefits plus:  
Announcements' at ALL events  
Table Opportunities at ALL Events  
Featured article on the park's website and newsletter  
Host a company-sponsored event at the park  
Thank you on Parks & Rec Sign ALL Season  
Press Releases will mention you as the Title Sponsor  
Interview on What's Up Winchendon

**\$10,000**

# 5 Benefits to Sponsorship: It's Rewarding!

## 01. Enhanced Brand Visibility

Sponsoring an event or initiative provides prominent exposure for your brand. Your company's name and logo will be featured in marketing materials, event signage, and announcements, ensuring high visibility to a broad audience. This increased recognition helps reinforce your brand's presence and commitment to community support.

## 02. Targeted Marketing Opportunities

Tailored sponsorship packages often include opportunities for targeted marketing. Depending on the event or initiative, you might receive access to specific demographics, allowing you to reach your desired audience effectively. This targeted approach maximizes the impact of your marketing efforts and drives more meaningful interactions with potential customers.



## 03. Positive Community Engagement

Sponsorship offers a unique opportunity to engage directly with the community. By supporting local events or causes, your company demonstrates its commitment to social responsibility and builds goodwill among residents. This positive engagement fosters a strong connection between your brand and the community, enhancing your company's reputation.

## 04. Exclusive Networking Access

Sponsorship often includes invitations to park events and networking opportunities. These events provide a platform to connect with other sponsors, community leaders, and potential clients or partners. Building these relationships can open doors for future business opportunities and collaborations, expanding your professional network.

## 05. Customized Promotional Benefits

Many sponsorships offer customized promotional benefits tailored to your needs. This could include opportunities for branded merchandise, special mentions in media coverage, or interactive elements at the event. These personalized benefits ensure that your sponsorship aligns with your marketing goals and provides added value to your investment.

Sponsorship  
Recognition at  
Community Events

# Winchendon Community Park Event Highlights 2025



## Sunset Socials 2025



## Movie Nights 2025



## Food Truck Festival 2025



## Slainte & More

## Central MA Irish Festival

# Community Testimonials



I've lived in Winchendon for seventeen years, but only recently have I looked forward to local events. The parks and recreation committee has organized amazing activities at the new park. The Renaissance Fair and movie nights were highlights! I love the family-friendly vibe and can't wait for next summer!

**Heather Aho, Resident**



As a senior in Winchendon, I've loved the concerts and events at the Community Park and Amphitheater. The lively atmosphere and friendly faces bring joy to my days and evenings. It's a wonderful way to reconnect with neighbors and make new friends. These events have truly brightened my life, and I can't wait for more this season and next!

**Sue Progen, Resident**



# Destination: The Amphitheater Winchendon Community Park

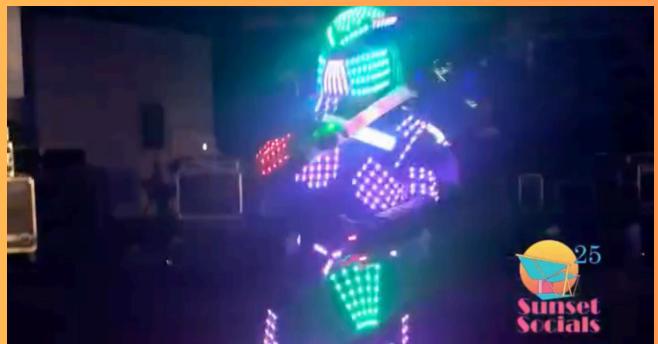
BY SHAINA CUNNINGHAM

**“This stunning venue is not just a place it’s an experience”**

The Robinson and Broad Performing Arts Amphitheater at Winchendon Community Park is a destination that promises to captivate and inspire. This stunning venue is not just a place—it's an experience, beautifully blending picturesque landscape scenery with modern design and exceptional accessibility. With its striking architecture and thoughtfully designed spaces, the amphitheater stands as a testament to visionary planning and community spirit. It's an ideal location for a wide array of events, from vibrant community gatherings to sophisticated private functions. The amphitheater's charm and functionality ensure it is a standout destination for both public and private occasions.

Whether you're attending one of our engaging public community events or considering the amphitheater for your own private event, you're in for an unforgettable experience. Its versatile space and scenic surroundings create a perfect backdrop for celebrations, performances, and gatherings of all kinds. Don't miss the chance to experience the Robinson and Broadhurst Performing Arts Amphitheater for yourself. Once you do, we're confident you'll be eager to return and make more memories in this extraordinary setting. Come and see why this venue is quickly becoming the heart of Winchendon's cultural and community life.

# 2025 Events Of the Season Sunset Socials



# Commission Member and Volunteer Statements



I've always valued an active lifestyle and the outdoors. As a member of the commission, I love sharing my enthusiasm for Winchendon's beautiful hiking trails with the community—it's truly rewarding!

**Debra Kane,  
Member**



It's been such a rewarding experience volunteering with the Winchendon Parks and Recreation Commission! It warms my heart to be able to contribute, even if it is just a small part towards bringing life and joy to the community.

**Jessica Ramstrom,  
Volunteer**



Parks and recreation is truly such an inspiring committee to be apart of. You learn many skills such as event planning, organizational skills, and communication skills. My favorite event that we host is the food truck festival!

**Emily Croteau,  
Student Member**

# Introducing Our 2025 Title Sponsor: Brooks Automotive Service

Brooks Automotive Service Inc., located at 25 Grove Street in Winchendon, has been a trusted local auto repair shop since 1981, serving Winchendon and surrounding communities such as Ashburnham, Athol, Gardner, and beyond. Their team of certified technicians provides everything from brakes and alignment to engine and transmission repairs, always delivering expert service at honest, reasonable prices.

With a deep-rooted commitment to our community and a reputation for reliable, high-quality service, Brooks Automotive embodies the spirit of support and togetherness we cherish at Winchendon Community Park.

## Why We're Grateful for Their Support

- **Driving Community Forward** — Just like they keep us on the road, Brooks Automotive helps keep our community vibrant and connected.
- **Locally Trusted Expertise** — Serving our town since 1981, they bring decades of experience, transparency, and care.
- **Commitment You Can Count On** — Easy-to-understand estimates, same-day repairs when possible, and a solid guarantee—Brooks is dedicated to customer satisfaction.

## Join Us in Celebrating

Please join us in extending a heartfelt thank you to Brooks Automotive Service Inc. for their generous sponsorship. Their support ensures that the Robinson Broadhurst Amphitheatre continues to be a dynamic and welcoming space for concerts, community gatherings, and family fun.

From all of us—from our families to yours—let's come together to celebrate and support Brooks Automotive Service Inc. and everything they enable in our community's future.

We're Excited to Partner with Brooks Automotive Service Inc.! We are proud to introduce Brooks Automotive Service Inc. as the 2025 Title Sponsor of the Robinson Broadhurst Amphitheatre at Winchendon Community Park.

BY :SHAINA CUNNINGHAM

PHOTO FROM: THE BROOKS AUTOMOTIVE FACEBOOK PAGE



# We Present to you our Season 2025 Sponsors

**BROOKS**  
AUTO SERVICE INC

**THE FARM STAND**  
WINCHENDON



**oppure oil**  
*delivery made simple*



**PSG POWELL**  
STONE & GRAVEL  
LANDSCAPE & MASONRY SUPPLIES



**ASB**  
ATHOL SAVINGS BANK  
A Solutions Bank

SMART • FRIENDLY • SERVICE  
SINCE 1898  
**BELLETETES**  
BUILDING PRODUCT SPECIALISTS

Michael &  
Heather Connor  
& Family

DAVID L.  
**Sevigny**  
PRECAST CONCRETE

THE  
ROMANOWSKI  
FAMILY

# Don't Wait Sponsor Today!



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## MAKE A DIFFERENCE: BE A 2025 SPONSOR

Don't miss out on your chance to shine! Fill out your sponsorship form today to secure your spot on our promotional materials and receive the recognition you deserve. Join us in making a difference and showcasing your support—act now!

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Town of Winchendon  
52 Murdock Ave  
Winchendon, MA 01475



Recreation  
Winchendon Community Park  
Amphitheater

## Town of Winchendon 2025 Event Sponsors Sponsorship Form

Checks are made payable to: Town of Winchendon  
Remit to the attention of: Shaina Cunningham  
Winchendon Recreation Department  
52 Murdock Ave, 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:  
[Scunningham@winchendon-ma.gov](mailto:Scunningham@winchendon-ma.gov)

# THANK YOU!



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