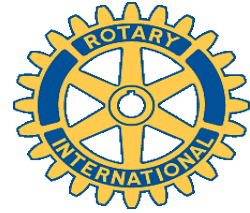




Charles River Rotary *presents* the 7th Annual Scoopapalooza



The Charles River Rotary is holding its 7th annual ice cream festival on June 22, 2019* from 12:30PM – 3:00 PM on the Natick Common and we invite you to join us as an event sponsor again this year!

As you know, Scoopapalooza has become a must-attend event for families in Natick and MetroWest, with a history of kicking off summer with ice cream galore and good, old fashioned fun! We expect to draw more than 2,000+ people to the event, as we have in the previous 5 years, for frozen treats, community connecting, music and activities for the whole family. Further, the event will raise significant funds for youth scholarships and to support SPARK Kindness' important free programs for parents and caregivers.

We're holding a spot for you! As a sponsor of Scoopapalooza, you will have the opportunity to be showcased in our program guide as well as in other exciting event marketing materials garnering visibility for your business. We are also encouraging sponsors to participate by having a table at the event and, if interested, sponsoring one of the family activities or creating a fun activity of your own. This direct contact with thousands of event guest will provide tremendous opportunities for your own lead generation, not to mention the great community goodwill your presence will create!

Scoopapalooza 2019 -- Sponsorship Levels and Benefits

Banana Boat – \$1,500 - our premier sponsorship level (number of sponsorships is limited to 2)

- Logo visibility on **banner in downtown Natick** and lawn signs distributed throughout Natick
- Featured space on Gazebo marquis
- Full page ad in Program Book
- Table at event for lead generation activities
- PR opportunities prior to and during the event with local press
- 6 "spoons" for all-you-can-eat ice cream to give to special guests and friends

Triple Scoop – \$1,000 (number of sponsorships limited)

- Featured space on the Gazebo marquis
- Full page ad in Program Book
- Table at event for lead generation activities
- 4 "spoons" for all-you-can-eat ice cream to give to special guests and friends

Double Scoop – \$500

- Full-page ad in Program Book
- Table at the event for lead generation activities

Single Scoop – \$250

- ½ page ad in Program Book
- Table at event for lead generation activities

Scoopa Supporter – \$150

- ½ page ad in Program Book
- Name will be included on our list of supporters

General Donation (*grateful for your donations of any amount!*)

At all levels, Scoopapalooza sponsors and supporters will also receive a plaque recognizing your support, visibility through our event promotion, and the tremendous goodwill that comes from an association with this important and fun community event! We encourage all of our event supporters to share their involvement with the community in your own marketing channels (at your business, on your website and through social media) as a way to increase the impact of your sponsorship and visibility for Scoopapalooza in Natick, MetroWest and beyond.

We hope that you'll consider sponsoring this great community event again! Check out our photos from 2018 below – you can feel excitement of ice cream galore and summertime – all to support youth and families!

If you have any questions, please do not hesitate to contact us. *Thank you!*

Sincerely,

Christine Fortune Guthery
President, Charles River Rotarty Club

Hank P. Szretter
Committee Chair, hanksz@mac.com



**Scoopapalooza event rain date is 6/23, 12:30-3:00pm*

Charles River Rotary
Scoopopolis??



Sponsorship Form

Form Due by May 15, 2019

Contact Information:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITY: (select one)

_____ ***Banana Boat*** – \$1,500

_____ ***Triple Scoop*** – \$1,000

_____ ***Double Scoop*** – \$500

_____ ***Single Scoop*** – \$250

_____ ***Scoopa Supporter*** – \$150

_____ ***General Donation*** (*grateful for your donations of any amount!*)

Donation amount \$ _____

Please send this form, along with check payable to: Charles River Rotary, and mail to: Charles River Rotary PO Box 373 Natick, MA 01760 by May 15, 2019. Thank you for your support!

Please email your program guide advertisements to Hank Szretter at hanksz@mac.com.

Deadline for Submitting Program Guide Ad: June 1