



Charles River Rotary presents the 12th Annual Scoopapalooza



The Charles River Rotary is holding its **12th Annual Ice Cream Festival on Saturday, June 21, 2025 from 11:30 am – 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 summer fun with ice cream galore. **Hood Ice Cream** will again be our major ice cream provider! We expect to draw more than **2,000+ people** to the event, as we have in our previous events, for frozen treats, community connecting, music and activities for the whole family. Further, the event will raise significant funds for the Rotary's local philanthropic efforts, including the annual St. Patrick's Day Dance for teens and adults with special needs, literacy programs, scholarships for students at Keefe Regional Technical School, RYLA (Rotary's youth leadership program), support of the Natick Food Pantry and the Natick Service Council, local Veterans, and many nonprofit organizations. **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 guests will provide tremendous opportunities for you.

Scoopapalooza 2025 -- Sponsorship Levels and Benefits

Banana Boat – \$1,500 - our premier sponsorship level (number of sponsorships is limited to 4)

- Logo visibility on **banners in downtown Natick**
- Featured space on Gazebo marquis with your banner
- Full page ad in Program Book
- Featured on the CRR Sponsors Page with dedicated website link
- Dedicated Business and CRR Social Media Post
- Increase your audience reach
 - with a shared Boost post for 5 days on Facebook & Instagram
 - Review business strategy & goals to ensure alignment for posts
- Table at event for your business and/or your activity for children or families
- 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 – \$1,200

- Full page ad in Program Book
- Featured on the CRR Sponsors Page with dedicated website link
- Table at event for your business and/or your activity for children or families
- 4 "spoons" for all-you-can-eat ice cream to give to special guests and friends

Double Scoop – \$600

- ½ page ad in Program Book
- Table at the event for your business and/or your activity for children or families

Single Scoop – \$400

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

Scoopa Supporter – \$200

- Name will be included on our list of supporters

General Support (*grateful for your support of any amount!*)

At all levels, Scoopapalooza sponsors and supporters will also receive 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 a previous event below – you can feel excitement of ice cream galore and summertime!

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

Sincerely,

Jannelle Richardson
President, Charles River Rotary Club

Hank & June Szretter
Scoopapalooza Committee Co-Chairs

www.CRRClub.org

CharlesRiverRotary@gmail.com

508.433-0014

*** Rain or Shine!**





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Sponsorship Form

Form Due by June 6, 2025

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** – \$1,200

_____ **Double Scoop** – \$600

_____ **Single Scoop** – \$400

_____ **Scoopa Supporter** – \$200

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

Support 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 June 6, 2025.
Thank you for your support!

Please email your program guide advertisements to Hank Szretter at CharlesRiverRotary@gmail.com
Deadline for Submitting Program Guide Ad: June 6, 2025