



Fluff Festival 2016 Sponsorship

Be a part of the biggest fun-filled, wacky event in the Greater Boston area

Widely recognized by local and national media, the Fluff Festival was most recently cited by *Lonely Planet* as a major reason why Somerville was named one of the top ten most unexpectedly exciting places to see in the United States in 2016. Now in its eleventh year, "What the Fluff? A Tribute to Union Square Invention" is a madcap festival honoring the invention of Marshmallow Fluff. The Festival is brought to you by Union Square Main Streets, a local nonprofit organization dedicated to preserving the unique character of the Square and continuing the proud tradition of local creation.

Over fifteen thousand visitors will again gather on: Saturday, September 24, 2016 (raindate Sunday, 9/25) in Union Square in Somerville from 3 to 7 pm.

With this year's theme of Fluff U, the Fluff Festival promises to be even more fun-filled, edgy and unique than ever!

- ★ eagerly awaited by residents of Somerville, Boston, Cambridge and beyond
- ★ attended by people of all ages, including local families, young professionals, visitors from neighboring towns and students
- ★ great fluffacious live music, games, food, crafts, zany happenings, and more

Through sponsorship you will:

- reach the over 15,000 Fluff Festival attendees
- receive extensive recognition through:
 - ★ our newsletter and social media, and
 - ★ press coverage in local news outlets, including cable TV, local magazines, newspapers, event websites and list serves for Somerville and surrounding communities

"What the Fluff?" puts Union Square on the map!

Since our start in 2006, thousands of people have attended the event. Media coverage has been significant: Food Network, "Unwrapped"; National Public Radio's "Weekend America" and "Here & Now"; *Boston Globe* in several sections; *Improper Bostonian*; *Boston Parent's Paper*; *Boston Herald*; *Boston Phoenix*; *Boston Metro*; *Boston Magazine*; *Gastronomica*; *Yankee Magazine*; *Lonely Planet*.

Union Square Main Streets, <http://www.flufffestival.com/>

Contact: Esther Hanig, 617-955-0080. usms@unionsquaremain.org

What the Fluff is a part of the Somerville Arts Council's ArtsUnion festival series with support from Massachusetts Cultural Council and the City of Somerville.



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Main Stage Sponsor (1) \$5,000

The Main Stage features live music performances of prominent local bands, the Flufferettes, and the Cooking Contest winner announcement by Mayor Curtatone.

- ★ Full page ad in program book to be distributed widely two months prior to event and at event
- ★ Featured logo placement on USMS website, Fluff page, event posters and program
- ★ Repeated sponsor acknowledgement by emcee
- ★ Logo on streetpole banner for month of September
- ★ Prominently placed table at event
- ★ Featured acknowledgement in all print, electronic materials and social media

Shenanigans Stage Sponsor (1) \$4,000

This stage is hosted by our own Archibald Query (the creator of Fluff) impersonator featuring some wild and crazy Fluff filled games and contests.

- ★ Full page ad in program book to be distributed widely two months prior to event and at event
- ★ Prominent logo placement on USMS website, Fluff page, event posters and program
- ★ Sponsor acknowledgement by Archibald Query
- ★ Logo on streetpole banner for month of September
- ★ Table at event
- ★ Prominent acknowledgement in all print, electronic materials and social media credit in all print and electronic materials

Cooking Contest Sponsor (1) \$3,000

This contest attracts scores of people from across the area competing for the best recipes using Fluff in a number of fun categories.

- ★ Half page ad in program book to be distributed widely two months prior to event and at event
- ★ Logo placement on USMS website, Fluff page, event posters and program
- ★ Logo on streetpole banner for month of September
- ★ Table at event
- ★ Opportunity to have company representative serve as Contest judge
- ★ Acknowledgement in all print, electronic materials and social media credit in all print and electronic materials

Games Area Sponsor (1) \$2,000

This area provides interactive games and contests for school age kids with lots of engaging prizes.

Knucklebones Area Sponsor (1) \$2,000

Fun and interactive play for preschool kids are enjoyed in this area

Science Fair Sponsor (1) \$2,000

***New this year as part of Fluff U, local entrants will be selected to compete for best Fluff inspired science projects.

(The following applies to sponsors for Games Area, Knucklebones and Science Fair)

- ★ Quarter page ad in program book to be distributed widely two months prior to event and at event
- ★ Logo placement on USMS website, Fluff page, event posters and program
- ★ Logo on streetpole banner for month of September
- ★ Table at event
- ★ Acknowledgement in all print, electronic materials and social media credit in all print and electronic materials

Roaming Railroad Train Sponsor (1) \$1,000

Kids of all ages enjoy a ride on our train around the Union Square area

- ★ credit as presenter in all print and electronic materials
- ★ logo on USMS website, USMS home on event posters and program
- ★ table at event

Banner Sponsor \$300 (17)

Individual banners with company name and logo on streetpoles in and around Union Square.

- ★ logo on streetpole banner for the month of September
- ★ logo on festival website

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