

Fluff Festival 2017

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

Sponsorship

Why the Fluff Festival?

This year, “What the Fluff? A Tribute to Union Square Invention”, a nationally recognized and locally beloved madcap and funky festival, will celebrate the 100th anniversary of the invention of Fluff in Union Square. This anniversary is already widely recognized, setting the stage for a huge event this fall.

Now in its 12th year, the Festival is brought to you by Union Square Main Streets (USMS), a local nonprofit organization dedicated to preserving the unique character of the Square and continuing the proud tradition of local invention.



Approximately 15,000 visitors will gather on: Saturday, September 23, 2017 (raindate Sunday, 9/24) in Union Square, Somerville from 3 to 7 p.m. for a fun-filled event featuring live music, games, food, crafts, a cooking contest, zany happenings, and more. The Festival attracts visitors from all ages, including millennials, families, and boomers from across the Greater Boston area and beyond.

This year’s theme, “FluffCentennial; Inspiring the Next Century of Union Square Invention”, will celebrate not only the 100th anniversary of the invention of Fluff, but also the fact that 100 years later, Union Square is again a hub of invention and innovation. Your support will not only help us produce the best Fluff Festival ever to mark our centennial, but it will also be an investment in supporting and spurring on the next 100 years of invention and innovation in Union Square.

Contact Esther Hanig

(617) 955-0080, usms@unionsquaremain.org

Union Square Main Streets, PO Box One, Somerville, MA 02143

Fluff Festival 2017 | Sponsorship

“What the Fluff?” puts Union Square on the map!

Local and national media coverage for this wildly popular festival continues to grow, as you can see by the attached document. Attached is a list of the extensive coverage about the Fluff Festival from last year and this year to date, which includes *The Boston Globe*, *The Boston Herald*, *Boston Magazine*, *Thrillist*, *The Washington Post*, and much more. Also, with WBUR, as our Media Sponsor, we will have greater exposure than ever.

The Boston Globe

THRILLIST

BOSTON
Herald

The Washington Post



*“Lonely Planet named Somerville as one of the ten best destinations in the United States and the “What the Fluff” festival was **one of the reasons why.**”*

- Wicked Local

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As a Fluff Festival sponsor, your company's name will be linked to one of the most popular and trendy local events in the Greater Boston area, and increasingly renowned throughout the region and country .

See attached list of recent Fluff Festival press coverage.

Angel \$10,000 (1)

- All benefits of Investor, plus..
- **Signage and sponsor acknowledgement at our very popular Main Stage** which features live performances of three prominent local bands, the Flufferettes, and the Cooking Contest winner announcement by Mayor Curtatone
- **Full page ad** in program book to be distributed widely one month prior to event and at event
- **Featured logo placement** on street pole banner, festival website, Fluff page, event posters and program
- **Prominently placed table** at event
- **Table at Union Square Farmers Market** monthly for the four peak months - June through September
- **Social media dedicated postings** monthly in July, August and September**

Investor \$5,000(1)

- All benefits of Crowdsourcer, plus
- **Prominent signage and sponsor acknowledgement on our beloved Shenanigans Stage** featuring own Archibald Query (the creator of Fluff) impersonator and some wild and crazy Fluff-filled games and contests
- **Full page ad** in program book to be distributed widely one month prior to event and at event
- **VIP placement** on festival website, Fluff page, event posters and program
- **Prominent Table** at event
- Table at the Union Square Farmers Market in one of the peak months of August or September
- **Prominent acknowledgement** in all materials
- **Social media dedicated postings in September ****



** Includes Fluff Festival, Union Square Main Streets and Union Square Farmers Market Facebook, Instagram and Twitter accounts

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Crowdsourcer \$3,000

- All benefits of Supporter, plus:
- **Signage and sponsor acknowledgement at one of our popular activities**, including the Cooking Contest, Games Area, Knucklebones and Roaming Railroad (all of which attract thousands throughout the day)
- **Half page ad** in program book
- **Table at the Farmers Market for one Saturday**, June through September, first come first served



Supporter \$1,200

- **Quarter page ad** in program book to be distributed widely one month prior to event and at event
- Logo placement on festival website, Fluff page, event posters and program
- Logo on street pole banner for month of September
- Table at event
- Acknowledgement in all print, electronic materials and social media credit in all print and electronic materials



Banner Sponsor \$360

- Individual banners with company name and logo on street poles in and around Union Square
 - logo on street pole banner for the month of September
 - logo on Festival website

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