

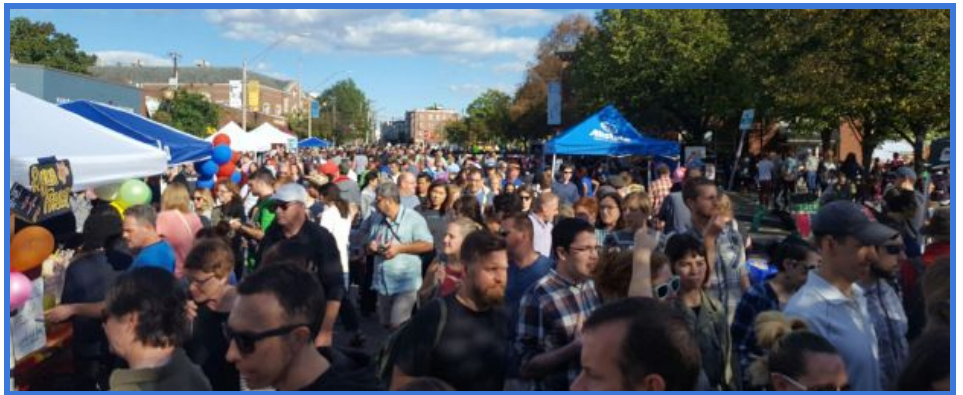


Fluff Festival 2018 Sponsorship

Join in presenting the biggest, fun-filled,
wacky festival in the Greater Boston Region!

- Who** 20,000+ festival-goers
When Saturday, September 22, 2018 (raindate Sun 9.23) / 3-7pm
Where Union Square in Somerville, MA
Why *What the Fluff?* puts Union Square—and your company—on the map

What the Fluff: Fluff the 13th is a madcap festival honoring the invention of Marshmallow Fluff in Union Square. It celebrates Union Square's proud tradition of local creation with live music, games, a community-wide cooking contest, zany happenings and more.



This year's theme, *Fluff the 13th*, plays on imagery lucky 13 so often conjures—black cats, turning luck, ironic horror, illusion, fantasy, and the magical. Join us in inviting the public to step into an alternate dimension of the imagination!

Fluff the 13th is brought to you by Union Square Main Streets, a 501-(c)-3 nonprofit organization, with a mission to preserve the unique character and advance the strength of the Union Square business district and community.

Now in its 13th year, the Fluff Festival:

- ★ garners extensive local and national press attention*
- ★ is eagerly awaited by residents from Somerville, Boston, Cambridge, and beyond
- ★ is attended by people of all ages including families, young professionals, students, retirees, and thousands of visitors from neighboring towns
- ★ helps make possible USMS' year-round work throughout Union Square's central business district

*Local and national media coverage for this wildly popular festival continues to grow, as you can see by the attached media profile highlighting the extensive Fluff Festival coverage from last year. Past media coverage has also included Food Network's *Unwrapped*, National Public Radio's *Weekend America* and *Here & Now*, The *Boston Globe* in several sections, *Improper Bostonian*, *Boston Parents' Paper*, *Boston Herald*, *Boston Metro*, *Boston Magazine*, *Gastronomica*, and The *Washington Post*.

Fluff Festival sponsorship positions your company to:

- ★ Reach over 20,000 Fluff Festival attendees
- ★ Gain visibility before tens of thousands more who will hear about the Festival through:
 - o USMS' vibrant social media channels:
 - Newsletter—4,000+ subscribers
 - Facebook—11,000+ followers
 - Instagram—4,400 followers
 - Twitter—7,600+ followers
 - o Participating businesses and vendors who promote widely to their networks, and
 - o Extensive press coverage in local news outlets, including cable TV, local magazines, newspapers, event websites and listservs for Somerville and surrounding communities
- ★ Strengthen your brand: customers care about brands that care about community. Festival tables provide outstanding opportunities to generate leads and new business!



Presenting Sponsor

\$20,000 (Exclusive)

- ★ Please contact Executive Director Jessica Eshleman at 617.955.0080 or jessica@unionsquaremain.org to learn more about the exciting benefits exclusive to our Presenting Sponsor, beginning with the name of this year's festival:

SOLD!

Fluff the 13th presented by (envision your company name here)

Platinum

\$10,000 (1 available)

Signage and sponsor acknowledgement on the Main Stage which features live music performances by prominent bands, the Flufferettes, and the Cooking Contest winner announcement by Mayor Curtatone

Premium logo placement on street pole banner, festival website, event posters, and program

Premium table placement at the festival

Full page ad in program book (distributed widely as early as two months prior to event)

Social media dedicated posting per month in July, August, and September on Fluff Festival, Union Square Main Streets, and Union Square Farmers Market Facebook, Instagram, and Twitter accounts (reaching a combined total of 23,000 followers)

Table at two Union Square Farmers Markets between June through September (between 2,000 and 3,000 visitors per market)

Your company's name linked to one of the most popular and trendy local events in the Greater Boston area, also renowned throughout the region and country (see attached press overview)

Category exclusivity and first right of refusal in 2019

2 SOLD!

Gold

\$5,000 (2 available)

Signage and sponsor acknowledgement on the Shenanigans Stage hosted by our own Archibald Query (the creator of Fluff) impersonator featuring wild and crazy Fluff-filled games and contests

Prominent logo placement on street pole banner, festival website, event posters, and program

Prominent table placement at the festival

Full page ad in program book (distributed widely as early as two months prior to event)

Social media dedicated posting per month in August and September on Fluff Festival, Union Square Main Streets, and Union Square Farmers Market Facebook, Instagram, and Twitter accounts (reaching a combined total of 23,000 followers)

Table at one Union Square Farmers Markets between June through September (between 2,000 and 3,000 visitors per market)

Your company's name linked to one of the most popular and trendy local events in the Greater Boston area, also renowned throughout the region and country (see attached press overview)

Silver

\$3,500 (3 available)

1 SOLD!

Signage and sponsor acknowledgement at one of the key activities like the Cooking Contest or Games Area
Logo placement on street pole banner, festival website, event posters, and program
Table at Festival
Half page ad in program book (distributed widely as early as two months prior to event)
Social media dedicated posting in September on Fluff Festival, Union Square Main Streets, and Union Square Farmers Market Facebook, Instagram, and Twitter accounts (combined total of 23,000 followers)
Your company's name linked to one of the most popular and trendy local events in the Greater Boston area, also renowned throughout the region and country (see attached press overview)

Bronze

\$2,500

Verbal acknowledgement at one of the key activities like the Cooking Contest or Games Area
Logo placement on street pole banner, festival website, event posters, and program
Table at Festival
Half page ad in program book (distributed widely as early as two months prior to event)
Your company's name linked to one of the most popular and trendy local events in the Greater Boston area, also renowned throughout the region and country (see attached press overview)

Copper

\$1,200 6 sold!

Logo placement on street pole banner, festival website, event posters, and program
Table at Festival
Quarter page ad in program book (distributed widely as early as two months prior to event)
Your company's name linked to one of the most popular and trendy local events in the Greater Boston area, also renowned throughout the region and country (see attached press overview)



Ready to claim your sponsor level?

Contact Jessica Eshleman at 617.955.0080 or jessica@unionsquaremain.org