



The 118<sup>th</sup> Amesbury Days  
June 22<sup>nd</sup> – July 4<sup>th</sup>, 2017

### Request for Sponsorship

April 17, 2017

Dear Friend:

The tradition of bringing fun and relaxation to the Amesbury mill workers began in 1899 during a time where the seven-day work week and ten-hour or longer workday were the norm. Today, Amesbury Days still salutes its hard-working citizens by providing a festival of events for the whole community to enjoy.

This year's theme for Amesbury Days is Everyday Heroes. We want to celebrate and acknowledge all the Everyday Heroes among us! The qualities we look for in our Everyday Heroes are community involvement, kindness shown to others, and cultivating the habits of virtue in others. Amesbury's own George McNeill was an Everyday Hero. He fought for, and championed, the eight-hour workday and the education for children who worked in the mills.

We hope you will share your stories of Everyday Heroes with us. There will be a page on [AmesburyDays.org](http://AmesburyDays.org) where you can tell us about your hero.

We'll be bringing back your favorite events and adding some new ones. Enjoy the beautiful outdoors with a paddle/hike at Lake Gardner or take in the art show & sale at City Hall. Entertainment includes a diverse array of music and activities for all ages during the 13 days of celebration. We go out with a big bang on Monday, July 3<sup>rd</sup> with our spectacular fireworks show at Woodsom Farm.

Amesbury Days relies on community support to bring you these events. As a 501c3 charitable non-profit organization your sponsorship contributions are tax deductible to the extent allowed by law. Any and every donation is appreciated AND needed.

Please show your support for Amesbury Days 2017 by purchasing an advertisement in our souvenir program OR take advantage of our corporate sponsorship opportunities and promote your company with even more exposure. In-kind donations are very much welcomed. Pricing and details are on the accompanying page and on our website. It's a great way to advertise your business and let the community know you support Amesbury Days.

Thank you in advance for your support. Feel free to contact me with any questions at [Michelle@AmesburyDays.org](mailto:Michelle@AmesburyDays.org) or (617) 688-2581.

Kind regards,

*Michelle*

Michelle DiMascio  
Executive Director



(More options overleaf)

2017 Amesbury Days  
Corporate Sponsorship Opportunities

**“The Red, White, and Blue!” \$3000**

Be one of the sponsors for the fireworks show at Woodsom Farm. Advertise your company right on the stage! You get:

- Your company’s banner on the stage for all to see
- 10’ X 10’ display space at Woodsom Farm (Sponsor to provide table and/or tent, swag giveaway, etc.)
- Acknowledgement from the stage using your slogan or other company information
- Your company logo on the Amesbury Days Facebook website with link to your website
- Full page advertisement in program
- Company name shout out on Facebook and in email blasts in the weeks leading up to the event
- 8 tickets to the Amesbury Days Brewfest (\$200 value)

**“The Fab Four” \$2000**

Sponsor the Studio II, Beatles Tribute Band concert in the Upper Millyard and get:

- 10’ X 10’ display space at the Upper Millyard (Sponsor to provide table and/or tent, swag giveaway, etc.)
- Your company logo on the event Facebook page with link to your website
- Full page advertisement in program
- Company name shout out on Facebook and in email blasts in the weeks leading up to the event
- 4 tickets to the Amesbury Days Brewfest (\$100 value)

**“Kids Night” \$1500**

Sponsor Kids Night in the Millyard and get:

- 10’ X 10’ display space at the Upper Millyard (Sponsor to provide table and/or tent, swag giveaway, etc.)
- Your company logo on the event Facebook page with link to your website
- Full page advertisement in program
- Company name shout out on Facebook and in email blasts in the weeks leading up to the event

For more information and to make your donation commitment contact Michelle DiMascio at:  
[Michelle@AmesburyDays.org](mailto:Michelle@AmesburyDays.org) / 617-688-2581.



(More options overleaf)

### 2017 ADVERTISING RATES

**\*\*Deadline to submit advertisements is May 31, 2017\*\***

We are excited to offer the following options: (Please indicate your selection below)

#### AMESBURY DAYS SOUVENIR PROGRAM

- \_\_\_\_\_ \$800 Full page advertisement (8 ½”H X 5 ½”W) \*plus Amesbury Days website advertising
- \_\_\_\_\_ \$400 Half page advertisement (4 ¼”H X 5 ½” W)
- \_\_\_\_\_ \$200 Quarter page advertisement (4 ½”H X 2 ¾” W)
- \_\_\_\_\_ \$100 Business card advertisement

Camera ready ads should be sent to [Michelle@AmesburyDays.org](mailto:Michelle@AmesburyDays.org) as a JPEG or PDF.

If you need to send a physical copy of your advertisement, mail it to the address below or deliver it to Alyssa Premo in Mayor Gray’s office at City Hall.

Payment is accepted in the form of a check made payable to Amesbury Days or by PayPal.  
Mail payments and this page to:  
Amesbury Days  
P.O. Box 42  
Amesbury, MA 01913

Thank you for helping make Amesbury Days 2017 a success!

Company Name	
Contact name and title	
Contact phone #	
Contact email	
Company Website	
Total Amount Enclosed	\$