

# COMMUNITY COLLABORATORS



**EVENT SPONSORSHIP  
2025**



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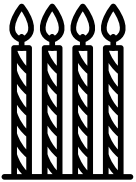




**TOTAL  
POPULATION**  
17,628



**MEDIAN  
INCOME**  
\$53,149



**MEDIAN  
AGE**  
44.5



**HOME  
OWNERS**  
52%



**NUMBER OF  
FAMILIES**  
8,146



**COLLEGE  
EDUCATED**  
37%

# IMPACT

The Greenfield Recreation Department prides itself on planning a variety of special events throughout the year. From Winter Carnival to the Independence Day Fireworks Celebration, these family-oriented programs help create a sense of community and foster civic pride for residents and sponsoring businesses and organizations. Thanks to the generosity from our local business community, we are able to provide these engaging events.

This 2025 sponsorship packet presents a variety of sponsorship opportunities for your business to partner with the Recreation Department. Each event offers a unique sponsorship opportunity with unique marketing benefits. Demographic details and attendance figures are also provided to help make the best decision for your business's marketing and outreach goals. All levels of support are greatly appreciated. We are excited to work with businesses of any size to create a custom sponsorship plan.

The Recreation Department truly strives to enhance the quality of life for those who live, work, visit, and play in Greenfield. We invite your business to explore the value of community engagement and join us for another year of fun, exciting, and memorable experiences in 2025!

Sincerely,  
Christy Moore  
Recreation Director

## STAY CONNECTED



**85,613 ANNUAL WEBPAGE VIEWS**  
**45,532 ANNUAL WEBPAGE USERS**



**5,922 FACEBOOK FOLLOWERS**  
**183.3K FACEBOOK REACH**



**1,048 INSTAGRAM FOLLOWERS**



**5,000 PROGRAM GUIDES**  
**DISTRIBUTED SEASONALLY**

## RECREATION STATS

**14 SPECIAL EVENTS**

**65 PROGRAMS**  
**SPORTS, CAMPS,**  
**CHILDCARE AND MORE**

**APPROX 4000 HOURS**  
**OF PROGRAMMING**

**APPROX 25,000**  
**PROGRAM AND EVENT**  
**PARTICIPANTS**

**52 SEASONAL/**  
**TEMPORARY EMPLOYEES**

**12 PUBLIC PARKS**



# GREENFIELD WINTER CARNIVAL

*January 31 - February 2, 2025*





# A Century Old Tradition

Help us warm the winter and add some season sparkle to the community with three days of winter play. This beloved Greenfield tradition is over a century old and features fireworks, ice carving, parade of lights, K9 Keg Pull, Cardboard Sled Race, and so much more.

Sponsorship Levels	Nor'Easter \$2,500	Blizzard \$1,000	Snowball \$500	Snowflake \$250	Frosty Friend \$100
Vendor or Display Opportunity					
Listed in all Press Releases					
Banner Display Location					
Event T-Shirts	4	2	1		
T-Shirt Logo					
Inclusion in Event Print Materials	Logo	Logo	Logo	Listing	
Webpage Advertising	Linked Logo	Linked Logo	Logo	Listing	Listing
Social Media Acknowledgment					

*\*Inclusion Deadline: December 18th*

## Winter Carnival Stats



10,000 ESTIMATED ATTENDANCE  
2,500 EVENT PROGRAMS DISTRIBUTED  
100 POSTERS ON DISPLAY



63,000 FACEBOOK & INSTAGRAM POST REACH  
8,632 WINTER CARNIVAL WEB VIEWS





# INDOOR MINI GOLF FUNDRAISER






*April 4-5, 2025*



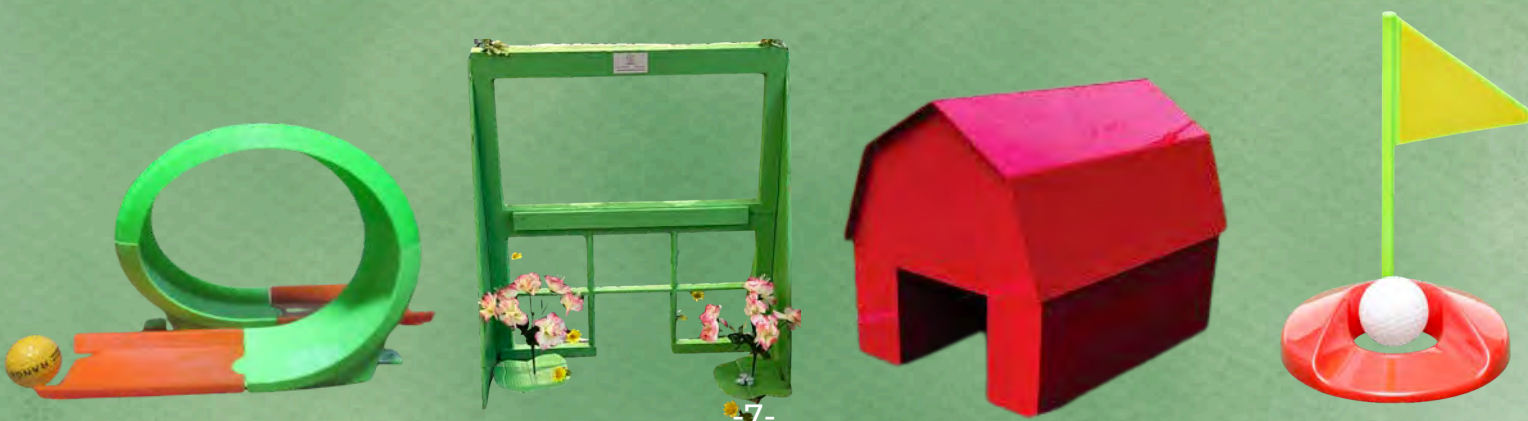


# Swing Into Family Fun

Join us in April as we convert our building at 20 Sanderson Street into an 18 hole mini golf course! Don't just sponsor a hole, make it your own! Customize your green to represent your business and reinforce your brand. It's a "par"fect opportunity to engage with the community!

Sponsorship Levels	Presenting Sponsor \$2,500	1st Hole Sponsor \$500	Last Hole Sponsor \$500	Hole Sponsor 2-17 \$250
Named as Presenting Sponsor in all Event Materials: Press Releases, Poster, Website, Social Media, & Scorecards				
Banner Display Location				
Exclusive 1st Hole Sponsor- The event starts with you! Opportunity to create the first custom branded hole. Must supply materials. One available.				
Exclusive Last Hole Sponsor- The event ends with you! Opportunity to create the last custom branded hole. Must supply materials. One available.				
Opportunity to create a custom branded hole in the course. Must supply materials.				

*\*Inclusion Deadline: February 14, 2025*





# MUTTS & MAYHEM


















May 18, 2025





# A Daggone Good Time

Join us for Mutts and Mayhem, an approximately 1.5 mile canine and companion obstacle course race! The race will feature fun and exciting challenges for both people and their furry friends and will leave spectators shouting "Oh My Dog"! All contributions are "pup"reciated!

Sponsorship Levels	Top Dog \$1,000	Fantastic Fido \$750	Marvelous Mutt \$500	Tail Wagger \$250	Furry Friend \$100
Listed in All Press Releases					
Vendor or Display Opportunity					
Banner Display Location	 High Visibility	 High Visibility			
Complimentary Entries	4	3	2	1	
Name Announced at Event					
Inclusion in Event Print Materials	Logo	Logo	Logo	Listing	Listing
Webpage Publicity	Linked Logo	Linked Logo	Logo	Listing	Listing
Social Media Acknowledgment					

\*Inclusion Deadline: February 14, 2024

## Mutts & Mayhem Stats



53 REGISTERED PARTICIPANTS + THEIR CANINE COMPANIONS



7,078 FACEBOOK & INSTAGRAM POST REACH  
1,196 WEBPAGE VIEWS





# FIREWORKS CELEBRATION














*July 5, 2025*





# Bring on the Boom!

Help light up the skies of Greenfield over Poet's Seat Tower for the City's Annual Independence Day Fireworks Celebration. Residents and visitors gather at Beacon Field to enjoy the festive music, delicious treats, and a sky full of magic.

Sponsorship Levels	Big Bang \$1,000	Razzle Dazzle \$750	Kabam-Kaboom \$500	Ooooh Ahhhh \$250
Opportunity to Speak at the Event				
VIP Seating for 10 at Event				
Included in Press Release				
Banner Display Location				
Name Announced at Event				
Inclusion on Event Poster	Logo	Logo	Logo	Listing
Webpage Publicity	Linked Logo	Linked Logo	Logo	Listing
Social Media Acknowledgment				

*\*Inclusion Deadline: February 14, 2025*

## Fireworks Stats



ESTIMATED ATTENDANCE: 10,800 PEOPLE AT BEACON FIELD  
100 POSTERS ON DISPLAY THROUGHOUT THE COMMUNITY  
EVENT INCLUDED IN 5000 SPRING/ SUMMER BROCHURES



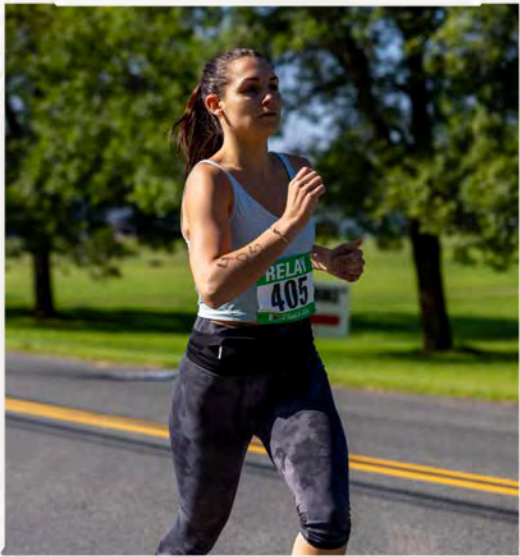
14,500 FACEBOOK & INSTAGRAM POST REACH  
9,801 FIREWORKS WEB PAGE VIEWS





# GREENFIELD TRIATHLON

*August 3, 2025*





# To Finish is to Win

The Greenfield Triathlon is the longest running triathlon in New England! Situated in the heart of Franklin County, the Greenfield Triathlon course meanders through the picturesque back roads of Greenfield, passes through the Historic Eunice Williams Covered Bridge, and features swimming in our very own Green River.

Sponsorship Levels	Tri-Tanium Sponsor \$2,500	Pace Setting Platinum \$1,000	Gearing Up Gold \$750	Speedy Silver \$500	Blazing Bronze \$250
Logo on Swim Caps and Medals					
Logo in Digital Athlete Packets					
Listed in All Press Releases					
Vendor or Display Opportunity					
Opportunity to contribute to Athlete Bags					
T-Shirt Logo					
Complimentary T-Shirts	10	5	3	1	
Banner Display Location	High Visibility	High Visibility			
Name Announced at Event					
Webpage Publicity	Linked Logo	Linked Logo	Linked Logo	Logo	Listing
Social Media Acknowledgment					

\*Inclusion Deadline: February 14, 2024

## Triathlon Stats



265 REGISTERED ATHLETES + THEIR CHEERING SQUADS  
66 ACTIVE VOLUNTEERS



976 FACEBOOK PAGE FOLLOWERS  
6,306 WEBPAGE VIEWS





# *Become a Recreation Champion with Top Tier Support for All Events*

**AND UNLOCK ADDITIONAL BENEFITS!**



IN ADDITION TO EACH EVENT'S  
TOP LEVEL BENEFITS, CHAMPION  
SUPPORT WILL ALSO INCLUDE:

- WHOLE PAGE AD IN THE  
SPRING SUMMER  
RECREATION GUIDE
- CUSTOM MADE BANNER  
HUNG AT ALL EVENTS TO  
RECOGNIZE SUPPORT
- RECREATION WEBPAGE  
HOME PAGE RECOGNITION
- \$100 DISCOUNT FOR A  
COMPANY PICNIC PACKAGE  
AT THE GREEN RIVER SWIM  
AREA

**TOTAL COST: \$9,500**





# GREENFIELD RECREATION SPECIAL EVENTS SPONSORSHIP PARTICIPATION FORM

## BUSINESS INFORMATION:

BUSINESS NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SPECIAL NOTES: \_\_\_\_\_

## YOU CAN COUNT ON ME TO SUPPORT:

☐ RECREATION CHAMPION TOP TIER SPONSOR: \$9500

### WINTER CARNIVAL

- ☐ \$2500 NOREASTER
- ☐ \$1000 BLIZZARD
- ☐ \$500 SNOWBALL
- ☐ \$250 SNOWFLAKE
- ☐ \$100 FROSTY FRIEND

### INDOOR MINI GOLF

- ☐ \$2500 PRESENTING
- ☐ \$500 FIRST HOLE
- ☐ \$500 LAST HOLE
- ☐ \$250 HOLE 2-17

### MUTTS & MAYHEM

- ☐ \$1000 TOP DOG
- ☐ \$750 FANTASTIC FIDO
- ☐ \$500 MARVELOUS MUTT
- ☐ \$250 TAIL WAGGER
- ☐ \$100 FURRY FRIEND

### FIREWORKS CELEBRATION

- ☐ \$1000 BIG BANG
- ☐ \$750 RAZZLE DAZZLE
- ☐ \$500 KABAM KABOOM
- ☐ \$250 OOOOH AHHHH

### GREENFIELD TRIATHLON

- ☐ \$2500 TRI-TANIUM
- ☐ \$1000 PACE SETTING PLATINUM
- ☐ \$750 GEARING UP GOLD
- ☐ \$500 SPEEDY SILVER
- ☐ \$250 BLAZING BRONZE

I WOULD LIKE TO HELP IN ANOTHER WAY: \_\_\_\_\_

I WOULD LIKE TO VOLUNTEER AT: \_\_\_\_\_

## PAYMENT INFORMATION:

I HAVE ENCLOSED \$\_\_\_\_\_ TO SUPPORT THE EVENTS INDICATED ABOVE

*Please make checks payable to the Greenfield Recreation Department*



### RETURN FORMS TO:

GREENFIELD RECREATION  
20 SANDERSON STREET  
GREENFIELD, MA 01301

CHRISTY.MOORE@GREENFIELD-MA.GOV







*Greenfield- A Great Place to Live, Learn, Work, and Play!*



**City of Greenfield Recreation Department**  
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