



TOWN OF ASHFIELD

OFFICE OF THE
TOWN CLERK

412 Main Street
PO Box 560
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Sponsorship Opportunity!

Ashfield Lighted Boat Parade

Businesses in and around Ashfield can show your commitment to our community and promote your products or services by sponsoring the Ashfield Lighted Boat Parade. Your contributions will make it possible for hundreds of regional residents and visitors of all ages to enjoy a unique artistic event on Ashfield Lake.

The Lighted Boat Parade is a celebration of art, culture, and our rural landscape that will take place the evening of **September 12, 2026** on picturesque Ashfield Lake. A floating parade of lighted art installations will be viewable by spectators lakeside at Belding Memorial Park and from locations around Ashfield Lake.

Creation of the artworks by selected artists is funded with a grant from New England Foundation for the Arts (NEFA). The Lighted Boat Parade is free and open to all.

1. PRIZE SPONSORS will pay prizes directly to selected artists on parade night. The awards ceremony will be the culminating event of the Lighted Boat Parade; prizes will be selected by a panel and announced by an emcee.

- **1st, 2nd, & 3rd Place Cash Prize Sponsors:** A sponsor for each cash prize tier (Suggested - First Place \$200; Second Place \$125; and Third Place \$75) will be recognized in the Call for Art; on parade night when announcing the awards; and in materials that describe the prize levels.
- **Official Prize Sponsor:** If a single sponsor covers all cash prizes (First, Second, and Third – Suggested totaling \$400) you will be named the Official Prize Sponsor with the benefits of Prize Sponsors PLUS your logo/name will appear on our posters and a banner that you provide with your logo/name can be displayed at the parade.
- **Gift Certificate Sponsors:** Local businesses are welcome to propose themed prizes, please reach out with your ideas.



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2. OPERATING SPONSORS play a crucial role in helping us cover the necessary expenses required to host this event, including tents, portable toilets, sound production, signage, promotion, and public safety.

- **Principal Sponsor:** This opportunity is taken.
- **Supporting Sponsors:** You contribute between \$250-\$400 to the Town of Ashfield Lighted Boat Parade Fund towards operating costs or provide an in-kind service of a similar value. Your name will appear in the Call for Art and online (web/social media); and our emcee will recognize your support on parade night.
- **Contributors:** We appreciate support of any amount and will acknowledge all donors by name on our website. We are open to talk about unique sponsorships and benefits, please reach out.

Visit Ashfield.org/publicart for updates as sponsorship levels are claimed.

Thank you for considering this opportunity to support Ashfield's Lighted Boat Parade!

Contact: (413) 628-4441 x5 or townclerk@ashfield.org