

South Boston Street Fest



EVENT CO-CHAIRS

Karen Stanley

Vibrant Event Productions

Donna Brown

Executive Director, SBND

HONORARY COMMITTEE

US Congressman Stephen Lynch

State Senator Nick Collins

State Rep. David Biele

City Councilor Michael Flaherty

City Councilor Ed Flynn

EVENT COMMITTEE

Jimmy Callanan

Liv Callanan

Mary Chichester

Ginger DeShaney

Rob Fitzharris

Valleri Lovely

Karla McCarron

Coleman Nee

Fioralba Shaba

Cathe Walsh

Don Wilson

July 2023

Dear Community Partner,

The South Boston Street Fest is just around the corner and we hope you will join us in our excitement by sponsoring our 23rd annual event. The wildly popular Street Fest will be held on Saturday, Sept. 16, 2023, from 11 a.m.- 4 p.m. on East Broadway between I and L streets.

The South Boston Chamber of Commerce and South Boston NDC organize the Fest to bring together small businesses, longtime residents, new neighbors, nonprofit and community organizations, and visitors to celebrate our vibrant neighborhood. The Street Fest attracts over 5,000 attendees as well as 100 local businesses, non-profits, and artists.

As a sponsor, you will have a unique opportunity to connect with a diverse and engaged audience.

South Boston NDC is able to offer the Massachusetts Community Investment Tax Credit to eligible sponsors who donate \$1,000 or more. The CITC is a 50% state tax credit.

Enclosed is a Sponsorship Information package, featuring several options, for your consideration.

If you have any questions or require additional information, please contact Karen Stanley at 617-990-7062.

We hope we can count on your support to make this year's Street Fest the best yet. Thank you for your kind consideration.

Sincerely,

Karen Stanley
Event Co-Chair
South Boston Street Fest
karen@vibrant-events.com

Donna Brown
Event Co-Chair, Executive Director
South Boston NDC
donna.brown@sbndc.org

South Boston Street Fest

SPONSOR & PARTNERSHIP OPPORTUNITIES



SATURDAY, SEPT. 16, 2023

11 a.m.-4 p.m. • East Broadway, South Boston

southbostonstreetfest.com

Sponsor Opportunities

All sponsorship levels qualify for a Massachusetts Community Investment Tax Credit equaling 50% of your sponsorship amount.

See the enclosed CITC fact sheet for details.

Sponsor Level Benefits */**	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500
Stage naming opportunity	✓				
Logo on stage signage	✓	✓	✓		
Logo on stage-side signage	✓	✓	✓	✓	✓
Logo on Street Fest website	✓	✓	✓	✓	✓
Logo on promotional, advertising materials	✓	✓	✓	✓	✓
Social media mentions ***	✓	✓	✓	✓	
Up to 36' of booth space at the Street Fest	✓	✓			
Up to 24' of booth space at the Street Fest			✓	✓	
12' of booth space at the Street Fest					✓

Custom Sponsorship packages are also available. Please contact us to discuss your needs.

*The size and placement of sponsor logos are proportionate to sponsorship levels.

**Logo/brand recognition on print material is subject to production or publication deadlines.

***The number of social media mentions coincides with sponsorship levels.

Sponsorship Benefits

- Strengthen community awareness of your organization by partnering with the South Boston Chamber of Commerce and South Boston NDC in support of the neighborhood's most highly anticipated event.
- The Street Fest is the Chamber's signature annual fundraising event. Sponsorships assist in funding all of the events and promotions that the Chamber delivers throughout the year to support the local small business community.
- Sponsor logos will be included whenever possible in print advertising, online, and on social media, outdoor media, and event signage.

Marketing/Promotional Materials Examples



Event signage: 2 stage-top banners (Diamond, Platinum & Gold sponsors only)



Event signage: 2 4x8-foot stage-side signs (all sponsors)



Outdoor media: 20 bus shelter posters throughout Boston (all sponsors)



Local newspapers



South Boston Street Fest website: southbostonstreetfest.com



/SBStreetFest



@SBStreetFest



@SBStreetFest



Social media: Facebook, Instagram, Twitter



Store-front posters

Contact Information

Contact: **Karen Stanley**
617-990-7062
karen@vibrant-events.com

Event Website: **www.southbostonstreetfest.com**

Please make checks payable to: **South Boston Neighborhood Development Corp.**

Mailing Address: **South Boston Chamber of Commerce**
c/o South Boston NDC
273 D Street
South Boston, MA 02127

Online payments: Payments can also be made online at: southbostonchamber.org/sponsor

Sponsorship commitments received by Friday, Aug. 4, 2023 will be recognized on all pre-event promotion material. Sponsorship commitments received after this date will be recognized wherever possible, including the event website, print ads, and on all event signage.

*See the Sponsor Opportunities chart on the previous page and the enclosed Sponsor Agreement for more details. Inclusion is dependent on production and media deadlines.

Logo Requirements

If we do not already have your logo, please provide it in vector format (.eps or .ai) to: karen@vibrant-events.com



South Boston Neighborhood Development Corp.
South Boston Chamber of Commerce
273 D Street
South Boston, MA 02127

Phone: 617-990-7062

2023 South Boston Street Fest Sponsorship Agreement

For additional sponsorship information, call Karen Stanley at 617-990-7062. You can complete this form and forward it to karen@vibrant-events.com or go online to complete the form and make a payment at southbostonchamber.org/sponsor. To be recognized on all pre-event promotional material, sponsorship commitments must be received by **Friday, Aug. 4, 2023**. Sponsorship commitments received after this date will be recognized on the event website, print ads, and event signage.

Business or Organization _____

Owner, President, CEO, Director _____

Primary contact person _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Cellphone number of contact person or on-site manager (if applicable) _____

Email address _____

Signature _____ Date _____

Diamond Sponsor: \$20,000 (eligible for a \$10,000 MA Community Investment Tax Credit)*

One of the two stages will be referred to by your brand or company name. Your logo will be prominently displayed as the Stage Sponsor as well as on all event signage, the festival website, social media mentions, advertising, and promotional material. Includes up to 36' of event booth space, one 10'x10' tent, tables, and chairs.

Platinum Sponsor: \$10,000 (eligible for a \$5,000 MA Community Investment Tax Credit)*

Your logo will be prominently displayed as a Platinum Sponsor on stage signage, the festival website, social media mentions, advertising, and promotional material. Includes up to 36' of event booth space.

Gold Sponsor: \$5,000 (eligible for a \$2,500 MA Community Investment Tax Credit)*

Your logo will be featured as a Gold Sponsor on stage signage, the festival website, social media mentions, advertising, and promotional material. Includes up to 24' of event booth space.

Silver Sponsor: \$2,500 (eligible for a \$1,250 MA Community Investment Tax Credit)*

Your logo will be included as a Silver Sponsor on stage-side signage, the festival website, social media mentions, advertising, and promotional material. Includes up to 24' of event booth space.

Bronze Sponsor: \$1,500 (eligible for a \$750 MA Community Investment Tax Credit)*

Your logo will be included as a Bronze Sponsor on event signage, and on the festival website, advertising, and promotional material. Includes 12' of event booth space.

**See the enclosed Massachusetts Community Investment Tax Credit information sheet or call for details.*

By mail: Make checks payable to: South Boston NDC, 273 D Street, South Boston, MA 02127

Online: Complete the form and pay online at southbostonchamber.org/sponsor



Double your donation & your impact!

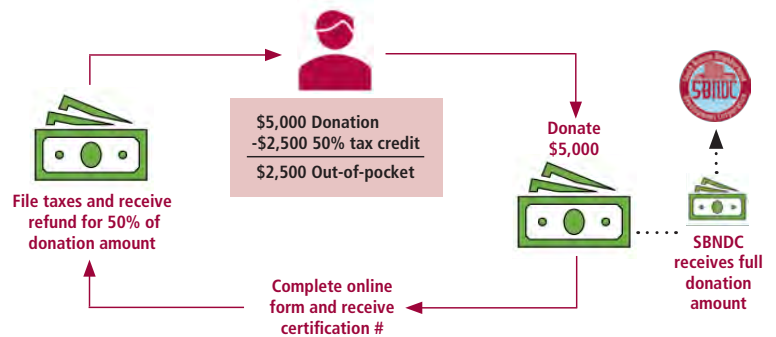
Your donation of \$1,000 or more to South Boston Neighborhood Development Corporation qualifies for the Community Investment Tax Credit, which puts 50% of your gift back in your pocket.

How does CITC work?

It is a simple 3 steps process:

1. You make a generous donation of at least \$1,000 to South Boston NDC.
2. You complete a simple online form and the state issues you a tax credit certification number
3. When you file your state income taxes, enter your certification number and receive a refund for 50% of your donation. That's a minimum of \$500 back in your pocket.

Make a \$5,000 impact with \$2,500



What if I owe on my Massachusetts state taxes?

If you owe on your Mass. income taxes, your refund will reduce your tax bill. Whatever is left over is refunded back to you in cash, as part of your tax refund.

If you don't owe any Mass. income taxes, your full CITC refund (50% of your original donation amount), is added to your tax refund.

How much of my donation does South Boston NDC receive?

South Boston NDC receives the full amount you originally donated.

What will my donation support?

Your gift will help fund South Boston NDC's housing, economic development, and quality of life programs in South Boston. Recent work funded by CITC donations includes our O'Connor Way Senior Housing, Climate Action Partners initiative, and the South Boston Farmers Market.

How does CITC double my impact?

Through the CITC program, half of your donated amount is refunded back to you, putting 50% of your donation back in your pocket. **Because South Boston NDC receives the full donation amount, the impact of your donation is 2x the dollar amount you actually give!**

The CITC program makes it possible for many donors to make larger gifts than they might otherwise, because they know they'll receive 50% back at tax time.

Are individual donations eligible for a refund?

Yes! All Massachusetts taxpayers who make a gift of \$1,000 or more, including individuals and families, are eligible to receive a refund of 50% of their donation when they file Massachusetts state income taxes. You must complete an online form to receive a tax credit certification number, which you will enter when filing your state taxes to apply the refund.

There are a limited number of tax credits available. To ensure there are tax credits for your donation or if you have questions about the CITC program, contact Donna Brown at: donna.brown@sbndc.org or 617.268.9610 for more information.