



SHOW YOUR SUPPORT

On **June 18, 2024**, the Shrewsbury Street Merchants Association will host the Taste of Shrewsbury Street.

This annual event is a special night when thousands of people gather to sample food from Shrewsbury Street's best restaurants without breaking the bank.

For a \$25 advanced fee (or \$30 on the day of) attendees taste food and enjoy live music across the 2-mile strip known as Worcester's Restaurant Row. Worcester is known for its abundance of family-owned, quality dining and the city boasts a huge range of cuisine at reasonable prices. Shrewsbury Street has long been a hotspot for hospitality, and Taste of Shrewsbury Street promotes the

growing list of merchants who do business there, while raising funds for the beautification of the street. Be part of Worcester's premier dining event by showing your support. By sponsoring, your brand gets in front of restaurant owners, the event's targeted advertising audience, and the 4,000-5,000 attendees who stroll Shrewsbury Street for this night of food, music and fun.

SPONSORSHIP LEVELS

Logo size and prominence on marketing is scaled in order of sponsorship level.

See reverse side for sponsorship form.

PRESENTING SPONSOR \$5,000+

- Your logo on event website, linked to your website in the "Presented by" sponsors section
- Your logo on all printed marketing, such as posters and postcards, tagged on applicable social channels
- Social media 'presenting sponsor thank you' post with your logo, plus text mentions on every social media post, tagged on applicable social channels
- Your logo on print advertising, such as newspaper ads
- Mentioned in email marketing promotions to list of over 20K
- Your logo on the event maps
- Your logo on event banners displayed at restaurants
- 10 Complimentary attendee wristbands

FEATURED SPONSOR \$2,500

- Your logo on event website, linked to your website in the "Featured Sponsors" section
- Your logo on all printed marketing, such as posters and postcards
- Social media 'featured sponsor thank you' post with your logo, tagged on applicable social channels
- Your logo on print advertising, such as newspaper ads
- Your logo on the event maps
- Your logo on event banners displayed at restaurants
- 10 Complimentary attendee wristbands

SUPPORTING SPONSOR \$1,500

- Your logo on event website, linked to your website in the "Supporting Sponsors" sponsors section
- Your logo on all printed marketing, such as posters and postcards
- Social media 'supporting sponsor thank you' post with your logo, tagged on applicable social channels
- Your logo on the event maps
- Your logo on event banners displayed at restaurants
- 10 Complimentary attendee wristbands

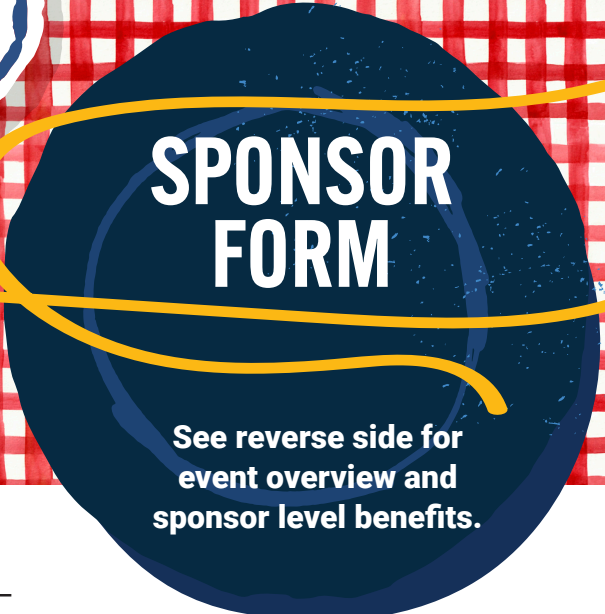
SPONSOR \$1,000

- Your logo on event website, linked to your website in the "Additional Sponsors" sponsors section
- Your logo on all printed marketing, such as posters and postcards
- Your logo on the event maps
- Your logo on event banners displayed at restaurants
- 10 Complimentary attendee wristbands

FRIEND \$500

- Your logo on event website, "Friends of the Taste of Shrewsbury Street" sponsors section
- 10 Complimentary attendee wristbands

DONATIONS ALSO ACCEPTED. *The Shrewsbury Street Merchants Association Foundation is a 501c3.*



SPONSOR NAME: _____

SPONSOR URL: _____

SPONSOR SOCIAL MEDIA If you'd like tagged, if applicable:

WILL YOU PROVIDE A LOGO?

YES NO

IF YES, you must provide a high resolution jpg (1800px width minimum), or vector logo file, **by April 26th** to be included on printed marketing.

Email your logo to ashling@infinityeventsco.com with your completed sponsorship form.

SPONSOR CONTACT PERSON : _____

SPONSOR CONTACT EMAIL : _____

SPONSOR CONTACT PHONE : _____

SPONSOR COMMITMENT SIGNATURE: _____

Checks payable to:
SSMA
c/o Fidelity Bank
465 Shrewsbury Street 01604

PLEASE CHECK ONE BOX:

- Presenting Sponsor: \$5,000
- Featured Sponsor: \$2,500
- Supporting Sponsor: \$1,500
- Sponsor: \$1,000
- Friend: \$500
- Donation: \$_____