

ABOLITION DAY

Anti Slavery Remembrance
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Media Contact: Debbie Britt

August 11, 2018

Mansfield Ma – Media Advisory – National Black Doll Museum of History & Culture Abolition Day

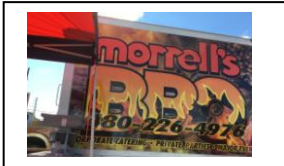
Mansfield, MA ,

The National Black Doll Museum of History & Culture, one of the region’s most respected grassroots organizations highlighting African American and multicultural history, is preparing to host our second commemoration of Mansfield’s rich abolitionist history. The outdoor fall festival commemorates Mansfield’s proud history of standing together against injustice, while standing up for freedom during the most tumultuous times in our country. A free community building experience it attracts people of all ages, races, ethnicities, and incomes who come out to participate and enjoy exciting one of a kind events including:



• **Guest Speakers: Senator Paul Feeney & Pastor/CEO Cheryl Harris & Assoc.**

- **The Great Mansfield Freedom vs. Slavery Riot of 1836**, a new play about Mansfield’s first big stand against slavery, presented by The All Stories Theater Company.
- **The Harry B. Chase Jr. History Hunt**, The Museum’s newly created scavenger hunt which encourages players to travel through downtown Mansfield and stop in at local businesses for clues and stories of Mansfield’s past.
- **A Vendor Marketplace** highlighting local artisans, cottage industry business, and non-profit organizations serving our region.



• **Food Trucks In** : including Morrell’s BBQ . ethnic food vendors



Kid-zone activities include face painting and balloon art

- A day-long dance & music performances from local artisans. (SIMDACA Dance)

The best part about ABOLITION DAY **Free Admission!** In order to keep these great events happening in our town we are seeking support from the business community, government officials, community organizations and citizens throughout the region. For sponsors this means a large turn-out, with a happy crowd that is anxious to support those that support their community. Sponsors are also mentioned in all press releases and are featured in the souvenir ad book

Please share this information with friends, business associates, or others you think would be interested in participating as a sponsor or a vendor. Early sponsorship commitment reaps the benefits of being included on the websites, posters, and other produced materials that are distributed from October through June.

- **EVENT HOURS ARE 10:00 AM UNTIL 4:30 PM VENDOR SET-UP TIME IS FROM 7AM UNTIL 9AM ALL VENDORS MUST BE ON THE COMMONS BY 9AM**

ABOLITION DAY SPONSORSHIP LEVELS

- **Platinum Event Sponsorship:** The Platinum presenting sponsor will be offered the highest level of visibility and exposure to the hundreds of people who will attend the festival in addition to the thousands of people reached through pre-festival advertising and promotion.
- Abolition Day presented by “YOUR COMPANY” will appear on our website (front page,) social media sites(Face book, Twitter, Snap chat, Instagram) all emails to our Mail chimp subscribers, press releases, Advertising and printed materials. MOTT(Mass. Office Travel & Tourism) Greater Boston Visitor & Convention) Southeastern Tourism site, Tri-County Chamber of Commerce , Who Fish, Spin go and Meet-up
- Your company name and logo will appear on event banner
- The platinum sponsor will receive 10x20 premium promotion booth space with signage
- This sponsorship level includes center page insertion in Souvenir Ad Program book.
- The platinum sponsor will be able to say a few words at the festival on the stage and will be noted (8x) times throughout the event.
- The cost of investing in the Mansfield community at this event is **\$2,000**. This investment is used to pay for the actors, microphones, provided signage will say, “History comes alive” sponsored by_____.”

Gold Partnership Sponsorships: Gold sponsors have the ability to have promotional material available at the event.

- SPONSORSHIP LEVEL HIGHLIGHTS:
- Your company name will appear on event banner, on our website (front page), social media sites (Facebook, Twitter,), email list, press release, advertising and printed materials.
- Your company name will be mentioned when MC introduces the special guests (“_____, presented by Your Company”).
- Your company name and logo will appear on signage on guest speaker’s exhibitor/banner
- Gold Sponsorships includes a 10x10 booth space - **Free standing - you bring a Kiosk.**
- Your company will also have a prominent feature in the souvenir ad book and will be noted in press releases.
- The cost of investing in the Mansfield community for this event is **\$1000**. This investment is used to pay for the stage or musical performance. Gold sponsors will have signage on the stage—the center of the event or signage at the food gallery, the most often visited site at the event. Provided signage will say “sponsored by_____.”

Titanium Vendor Sponsorships: Titanium sponsors promotional materials distributed at the event.

- Titanium Sponsorship includes standard exhibitor table.
- They will be mentioned (4x) 1 times by the emcee at the event.
- They will also be featured in the souvenir ad book w/ full page color
- Logo on Face book event page, website ,flyers
- The cost of investing in the community for this event is **\$500**.

Pewter Player Sponsorships: Pewter sponsors will have the ability to distribute promotional material at the event.

- Pewter Sponsorship includes standard exhibitor table.
- They will be mentioned by the emcee at the event.
- They will also have ½ page full color featured in the souvenir ad book.
- The cost of investing in the e community for this event is **\$300**.

Bronze Handshake Sponsors: Bronze sponsors include standard exhibitor table .

- Your company name and logo included in four (4) festival email list messages, four (4) tweets on Twitter, four (4) dedicated posts on our festival Facebook page.
- Your company name will be mentioned twice by the MC during the festival. This sponsorship grade also includes
- ¼ page advertising in souvenir book.
- Your logo on website.



REGISTRATION FORM: ABOLITION DAY

Contact Name: _____ Phone: _____

Company: _____ Email: _____

Address: _____ City/Zip: _____

I want to be part of Abolition Day activities. Enclosed is a check indicating level of sponsorship

Souvenir Program Book

BACK Cover Full Bleed 8 1/2 x 11"	\$500	Full Page 8 1/2x11" Full Bleed Color	\$125
INSIDE Front Cover Full Bleed 8 1/2x11"	\$400	Half Page 1/2 8.5x5.5	\$75
INSIDE Back Cover Full Bleed 8 1/2x11"	\$400	Quarter Page 1/4 4.25x5.5	\$50
Center Pages Presenting Sponsor	\$750.	Business Card 4.25x2.25	\$25

Check Enclosed: Payable to the National Black Doll Museum / Abolition Day

Please bill my credit card as follows (circle one): Visa – MasterCard - AMEX

Card No.: _____ Exp. _____ CVC _____

Name on card (print): _____

Signature: _____

Total Amount of Payment _

National Black Doll Museum ABOLITION DAY COMMITTEE P O Box 1332 , Mansfield, MA 02048

For additional information

Contact: Website: WWW.NBDHC.ORG

Chairman Debra Britt (774) 284-4729, or Beth Danesco bethdanesco@gmail.com

or email questions to info@nbdmhc.org