West Springfield's 63rd Annual Summer Concert Series

2026

Sponsorship Packet

PRESENTED BY:

PARK & RECREATION

WsParkAndRec.com

&

Rotary West Springfield

WestSpringfieldRotaryClub.com



Town of West Springfield
Park & Recreation Department
26 Central St. - Suite 19
West Springfield, MA 01089
(413)263-3284 ~ parkandrec@tows.org

ROTARY CLUB OF WEST SPRINGFIELD
Rotary Club of West Springfield
Chartered December 23, 1953 ~ District No. 7890
Post Office Box 66
West Springfield, MA 01090-0066

Dear Local Business,

West Springfield's Park & Recreation Department in conjunction with the Rotary Club of West Springfield are pleased to announce the Annual Summer Concert Series and invite you to become involved in supporting this venture via various sponsorship opportunities.

For 63 years the Town of West Springfield has hosted a ***free*** concert series with a unique and varied selection of musicians. These performances bring the community together through music and celebration. This year's robust schedule offers 18 concerts from May through September.

We continuously strive to expand and enhance this series, and with a first class lineup of performers, this year promises to be a terrific season! The majority of the concerts are hosted at the Morgan Road Pavilion, a venue perfect to enjoy an evening of live music. Additionally, food & beverage are available for purchase from local service organizations.

Your financial support is very much appreciated and allows this long running community concert series to continue as well as supporting the West Springfield Rotary Foundations [a 501(c)3 entity] Scholarship and Community Grants Programs.

THANK YOU for joining us in making West Side a better place to live, work and flourish.

Please contact us if you have questions or need more information regarding sponsorship opportunities.

Sincerely,

Sonia Manley

Director, West Springfield Park & Recreation
413-263-3284
parkandrec@tows.org

Reid McManis

Rotary Concert Series Committee Chair
413-636-3014
WestSpringfieldRotaryClub@gmail.com



ABOUT THE EVENT:

The **FREE Annual Summer Concert Series** has been a West Springfield tradition for 60+ years and is one of the most popular events in West Springfield.
Imagine the exposure! There are a variety of sponsorship options available for you and/or your company to align itself with our concerts all summer long.

Performances:
18 Concerts

Dates:
Each Thursday evening from May 28 through September 17

Locations:
Morgan Road Pavilion
Town Common
Storrowton Green (on Big E grounds).
Verify locations at wsparkandrec.com

Admission:
Free!

Target Audience:
General Public

Attendance:
50-300 per concert

Digital Media:

- **Facebook** – 5,100 followers
- **Email Notifications** – 6,700 subscribers
- **Town Website-** wsparkandrec.com

Rotary Website-
WestSpringfieldRotaryClub.com

Printed Media:
Summer Concert Series
Program Booklet

Recreation Coordinator:
Julie Gray
Park & Recreation Department
Phone: 263-3284
Email: jgray@tows.org

Concert Sponsorship Levels

TITLE SPONSOR - $5,000 *SOLD*

ROCKER SPONSOR - $1,500

Three-Concert Package (3 available)

Rocker level sponsor – Select one, three-concert package;

1. **Chalk Dust** (6/25) **Bad News Jazz and Blues** (8/27) **Soular Bears** (9/10)
2. **Storytellers** (6/11) **Union Jack** (7/2) **Dave O & the Tone Monsters** (8/20)
3. **Wolf Moon** (6/4) **Santucci Jazz Quintet** (8/6) **New England Digital Orchestra** (8/13)

• Your banners displayed at sponsored concerts. (Business to supply banners)
• Acknowledgment of business during nightly welcome speech.
• Recognition in the sponsored concerts marketing materials.
• Logo and link on wsparkandrec.com and WestSpringfieldRotaryClub.com concert information pages.
• On-site promotional booth opportunity at sponsored concerts (if desired).
• Recognition in all news releases and marketing emails regarding sponsored concerts.
• Full page color program ad.

SPOTLIGHT SPONSOR - $1,000

Single Concert (3 available)

Spotlight level sponsor – Select one concert;

1. **General Gist** (5/28)
2. **Flagpole Sitta** (6/18)
3. **91 South** (9/17) ***SOLD***

• Your banners displayed at sponsored concert. (Business to supply banners)
• Acknowledgment of business during nightly welcome speech.
• Recognition in the sponsored concert marketing materials.
• Logo and link on wsparkandrec.com and WestSpringfieldRotaryClub.com concert information pages.
• On-site promotional booth opportunity at sponsored concert (if desired).
• Recognition in all news releases and marketing emails regarding sponsored concert.
• Full page color program ad.

STAR SPANGLED SHOWCASE SPONSOR - $1,500

4th of July Event Package (1 available)

Family/children focused activities on Town Common. ie: Lawn games, Inflatables, Face painting and other activities.

• Your banners displayed at sponsored events. (Business to supply banners)
• Acknowledgment of business during nightly welcome speech.
• Recognition in the sponsored event marketing materials.
• Logo and link on wsparkandrec.com and WestSpringfieldRotaryClub.com event information pages.
• On-site promotional booth opportunity at sponsored event (if desired).
• Recognition in all news releases and marketing emails regarding sponsored concerts/events.
• Full page color program ad.

SPONSOR CHECKLIST:

1. **Mail** completed Sponsorship Application & ***check*** payment to:

   West Springfield Rotary Foundation, Inc.
   ATTN: Summer Concert Series
   P.O. Box 66
   West Springfield, MA 01090-0066

   -AND-

2. Email your ad (**high resolution** jpg, tif, or bmp) to jgray@tows.org

The Rotary Club of West Springfield at its discretion reserves the right to alter or reject Ad copy not submitted as requested.

Credit Card Payment Instructions
(Visa, MasterCard)

Visit our website –
WestSpringfieldRotaryClub.com

1. Click the blue **"Summer Concert Series Information"** button on left side of home page.
2. Summer Concert Series page will load.
3. Click the blue "Make Credit Card Payments" button.
4. Secure Donation Form will open in a new window.
5. Complete Secure Donation Form; required fields are marked with an asterisk*; be sure to select applicable sponsorship level/cost.
6. Click "Finalize and Process Donation"; Transactions are processed using Secure Socket Layer (SSL) Encryption.

Or
use this QR code.

Program Booklet Advertising Levels

NEW

Center Spread

$750

• 7.0" x 8.5" color program ad

Back Cover

$500 ***SOLD***

• 3.5" x 8.5" color program ad

Full Page

$250

• 3.5" x 8.5" color program ad

Half Page

$175

• 3.5" x 4.25" color program ad

Quarter Page

$125

• 3.5" x 2.125" color program ad

SPONSOR LISTING

$50

• Name only

View last year's program booklet here;
WestSpringfieldRotaryClub.com
'Click' Summer Concert Series Information button,
Scroll to the bottom of the page.
'Click' 2025 Program Button

Summer Concert Series Sponsorship Application

Concert Sponsorship Level (indicate a sponsorship level & concert number# if applicable)

SOLD ___ Headliner **$5,000** ___ Rocker **$1,500** ___ Spotlight **$1,000** ___ Star Spangled Showcase **$1,500**

#1 #2 #3 circle concert selection - Rocker & Spotlight sponsors ***ONLY***

Program Booklet Advertising Level (check a sponsorship level below)

___ Center Spread **$750** SOLD Back Cover **$500** ___ Full Page **$250** ___ Half Page **$175** ___ Quarter Page **$125**

___ Sponsor **$50**

Return Form With Check Payment

Contact Information:

Sponsor/Business Name: _____
(as you wish it to appear in promotional materials)

Contact Name: _____

Contact Address: _____

City: _____ **State**: _____ **Zip Code**: _____

Primary Phone Number: _____ **Secondary Phone Number**: _____

Email Address: _____

Payment Information:

Make ***checks*** payable to: **"West Springfield Rotary Foundation, Inc."** and mail to:

West Springfield Rotary Foundation Inc.
Attn: Summer Concert Series
P.O. Box 66
West Springfield, MA 01090-0066

or follow Credit Card Payment Instructions on prior page (Visa, MasterCard)

Return signed agreement by sponsorship deadline for inclusion in printed materials.
Email ad/logo/artwork (high resolution jpg, tif, or bmp preferred) to WestSpringfieldRotaryClub@gmail.com

Signature: _____ **Date**: _____

SPONSORSHIP DEADLINE: Friday, April 10th, 2026

Questions?

West Springfield Park & Rec
413.263.3284 (Julie)
Email: jgray@tows.org

Rotary Club of West Springfield
413.636.3014 (Reid)
Email: WestSpringfieldRotaryClub@gmail.com