



To benefit the preservation of Stanley Park

Stanley Park

400 WESTERN AVENUE, WESTFIELD, MA 01085 | (413) 568-9312 | www.stanleypark.org

Dear Friends of Stanley Park,

We're delighted to share a refreshed selection of sponsorship options for the events and programs planned for Stanley Park's 2026 season. Inside this packet, you'll find several levels of support beginning at just \$50. Every contribution makes a meaningful impact, and in appreciation, sponsors will be recognized across multiple platforms—including social media and our newly redesigned website, where your business logo will be featured on both the home page and the corresponding event page, complete with a link to your website.

Sponsorship Options for Stanley Park's 2026 Season:

NEW FOR 2026 — Advertise in the Stanley Park Event Brochure!

Put your business in front of a highly engaged local audience while supporting a beloved community landmark. Our annual Event Brochure is mailed to approximately 2,000 households across Westfield and neighboring communities—and that's only part of its reach.

Whimsical Fairy Walk (May 2 – May 3)

A weekend filled with magic and imagination. Returning for its fourth year, more than 1,000 visitors joined us last season to explore the tiny fairy homes crafted by businesses and friends of the Park. This family-favorite event brings joy and wonder to guests of all ages.

Sunday Night Concert Series (June 7 – August 16)

Ten dynamic bands will take the stage at the Beveridge Pavilion in 2026. These concerts are a beloved tradition, drawing hundreds of community members each week for an evening of live music in a beautiful setting.

Friday Mornings for Children (July 10 – August 28)

This eight-week series offers music, magic, animals, and more—designed to spark curiosity and laughter while helping young audiences discover the world around them.

Annual Fundraiser (September 12)

Our largest in-person fundraising event of the year features a catered evening along with a hybrid raffle and auction. Sponsorships and proceeds directly support the care and stewardship of Stanley Park, ensuring it remains a treasure for generations to come.

14th Annual Run Stanley 5k (October 4)

A community-building celebration with something for everyone: a 5K run/walk, an all-accessible 1-mile non-competitive walk, a Munchkin Run, and a K9 walk/run. Run Stanley helps raise essential funds for the maintenance of the Frank Stanley Beveridge Wildlife Sanctuary trails, bridges, the care and upkeep of our fully accessible pathways, and overall accessibility throughout Stanley Park.

Stanley Park is a private, non-profit organization. We rely on our donors to help with its maintenance and upkeep. Your sponsorship will be a significant help to ensure that Stanley Park is around for many years to come so people can enjoy nature at its best. For additional information, please contact Nikki Cornelius at (413) 568-9312, ext.108 or by email development@stanleypark.org.

We thank you for your support.

Victoria L. Connor
Managing Director

The Stanley Park of Westfield, 400 Western Avenue, PO Box 1191, Westfield, MA 01085
Stanley Park is a 501(c)3 organization and your contribution is tax deductible as allowed by law.

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Victoria Connor
Managing Director
of Stanley Park

The Stanley Park is a private non-profit organization that was established in 1949. The park continues to flourish through the generosity of our donors and sponsors. Thank you for helping us to perpetuate the dreams of the park's founder, Frank Stanley Beveridge by maintaining Stanley Park as a refuge of physical and spiritual beauty where individuals and families may enjoy gardens, trails, music, educational, sporting and cultural activities in peaceful surroundings, and to retain habitat and sanctuary for the wildlife in the area.



Annual Fundraiser 2025



Run Stanley 5k 2025

2026 Event Brochure Ads

Mailed to donors at the beginning of April

NEW FOR 2026 — Advertise in the Stanley Park Event Brochure!

Get your business in front of thousands of engaged community members while supporting a local treasure. Our annual Event Brochure is mailed directly to approximately 2,000 households across Westfield and surrounding towns—and that's just the beginning.

The brochure is also emailed to an additional 2,000 subscribers and available for pickup at local libraries, senior centers, senior living communities, and restaurants. You'll find it at every Stanley Park event, in our office, **and** conveniently accessible online to an even larger audience. It can be viewed and downloaded on our website and shared across our Facebook and Instagram pages.

Purchasing an ad is a high-visibility, high-impact way to promote your business while supporting Stanley Park's mission and year-round programs.

Make 2026 the year your message reaches farther than ever!

HALF-PAGE AD

\$750 Donation: Half-page (8"x 5") color ad in the event program.

QUARTER-PAGE AD

\$500 Donation: Quarter page (4"x 5") color ad in the event program.

BUSINESS CARD AD

\$250 Donation: Business card (3 1/2"x 2") color ad in the event program.

Please email your high-resolution ad to development@stanleypark.org.

Deadline to submit your ad is February 27, 2026



Whimsical Fairy Walk

May 2 – May 3, 2026

A fundraiser to support the preservation of Stanley Park.

SPONSORSHIP LEVELS

TITLE SPONSOR (One available) **SOLD OUT**

\$1,000 Donation: Create your own fairy neighborhood—including a whimsical "fairy business" inspired by your company and featuring your name or logo. Your sponsorship will be highlighted with a fairy-sized sign at both the entrance and exit of your neighborhood, recognizing your business as the neighborhood sponsor.

As the Title Sponsor, your logo will also appear at each craft table throughout the event. All online and newspaper promotions will note that the event is sponsored by your business and will include your logo. In addition, your logo and a link to your website will be featured on the Stanley Park website.

BUILDER & CRAFT SPONSOR

\$350 Donation: Create a fairy house which should have your company logo on it. There will be a fairy-sized sign with a logo on it in front of your house/business. Your company logo will be displayed at one craft table as a sponsor as well on our social media and website. Your company logo and a link to your website will be on the Stanley Park website.

BUILDER SPONSOR

\$250 Donation: Create a fairy house which should have your company logo on it. There will be a fairy-sized sign with a logo on it in front of your house/business. Your company logo will be displayed at one craft table as a sponsor as well on our social media and website. Your company logo and a link to your website will be on the Stanley Park website.

CRAFT SPONSOR

\$150 Donation: Your company logo will be displayed at one craft table as a sponsor as well on our social media and website. Your company logo and a link to your website will be on the Stanley Park website.

Creative participation is encouraged but never required.

Deadline to sponsor Fairy Walk: April 17, 2026



Friday Mornings for Children

Runs July 10 – August 28, 2026

SPONSORSHIP LEVELS

TITLE SPONSOR (One available)

\$1,000 Donation: Company banner* displayed at all the Children Programs, large company logo listed on signage at the show, your name announced before every performance as the Title sponsor, large company logo listed on our Children's Program lineup sheet which is available at all the children and concert performances as well as a highlight on our social media and website, along with a link to your website.



FOUR-SHOW SPONSOR

\$500 Donation: Company banner* displayed at either the first four or last four Children Programs, large company logo listed on signage at the show, your name announced before each of your four selected performances as a four-show sponsor, large company logo listed on our Children's Program lineup sheet which is available at all the children and concert performances as well as a highlight on our social media and website, along with a link to your website.

TWO-SHOW SPONSOR

\$250 Donation: Large company logo listed on Children's Program signage, small company logo listed on our line-up sheet that is available at all the children and concert performances as well as a highlight on our social media and website, along with a link to your website.

****Banner is provided by sponsor and should be 12'x2' only****

Series Lineup:

- July 10th:** Rock Painting
- July 17th:** Ed the Wizard
- July 24th:** Brie's Balloons
- July 31st:** Family Jungle Entertainment
- August 7th:** Tom Ricardi's Birds of Prey
- August 14th:** Toe Jam Variety Band
- August 21st:** Hands on Nature
- August 28th:** Ed Popielarczyk

**Deadline to sponsor Friday Morning Children's Programs:
June 26, 2026**



Sunday Night Concert Series

Runs June 7 – August 16, 2026

SPONSORSHIP LEVELS

TITLE SPONSOR (One available) **SOLD OUT**

\$10,000 Donation: Company banner* displayed center stage at every concert, large company logo listed on concert signage, your name announced at every concert as a Title sponsor, large company logo listed on our concert line-up sheet, which is available at every concert and a highlight on our social media and website, along with a link to your website.

TEN-SHOW SPONSOR

\$5,000 Donation: Company banner* displayed at all ten concerts, large company logo listed on concert signage, your name announced at the all concerts as a ten-show sponsor, large company logo listed on our concert line-up sheet, which is available at every concert and a highlight on our social media and website, along with a link to your website.

FIVE-SHOW SPONSOR

\$2,500 Donation: Company banner* displayed at either the first five or last five concerts, large company logo listed on concert signage, your name announced at the five concerts as a five-show sponsor, large company logo listed on our concert line-up sheet, which is available at every concert and a highlight on our social media and website, along with a link to your website.

TWO-SHOW SPONSOR

\$1,000 Donation: Large company logo listed on concert signage, your name announced at two concerts of your choice as an evening sponsor, small company logo listed on our concert line-up sheet, which is available at every concert and a highlight on our social media and website, along with a link to your website.

ONE-SHOW SPONSOR

\$500 Donation: Large company logo listed on concert signage, your name announced at the concert of your choice as an evening sponsor, small company logo listed on our concert line-up sheet which is available at every concert and a highlight on our social media and website, along with a link to your website.

SUPPORTER SPONSOR

\$300 Donation: Small company logo listed on our concert signage and line-up sheet which is available at every concert and a highlight on our social media and website, along with a link to your website.

Banner provided by the sponsor must be 12' x 2' in size only

Concert Series Lineup:

- June 7th:** Floyd Patterson Band
- June 14th:** Sweet Hitch-Hiker
- June 21st:** 7Bridges Road Band
- June 28th:** Studio Two
- July 12th:** Cobblestone Road
- July 19th:** Sarah the Fiddler
- July 26th:** Savage Brothers Band
- August 2nd:** The 413's
- August 9th:** Brass Attack of Springfield
- August 16th:** The Yacht Rock Band



Deadline to sponsor Sunday Concerts: May 22, 2026



14th Annual Run Stanley 5k

October 4, 2026

5K Run/Walk, ½ mile Munchkin Run and one mile fully accessible stroll and roll (formerly the Wheel Walk) to support the preservation of the Frank Stanley Beveridge Wildlife Sanctuary and improve accessibility in the park.

Annual Fundraiser

September 12, 2026

A benefit to support the preservation of Stanley Park.

SPONSORSHIP LEVELS

DIAMOND SPONSOR

\$10,000 Donation: Company usage of the Beveridge Pavilion for 8 hours for up to 300 people*, 16 Guest Tickets, company highlighted on our social media and website, along with a link to your website, signage at the event, and a full-page ad in the event program.

PLATINUM SPONSOR

\$5,000 Donation: Company usage of Pavilion Annex for 6 hours for up to 200 people*, 12 Guest Tickets, company highlighted on our social media and website, along with a link to your website, signage at the event, and a full-page ad in the event program.

RUBY SPONSOR

\$2,500 Donation: Company usage of a children's pavilion for 4 hours for up to 50 people*, 8 Guest Tickets, company highlighted on our social media and website, along with a link to your website, signage at the event, and a full-page ad in the event program.

SAPPHIRE SPONSOR

\$1,250 Donation: Company usage of a children's pavilion for 3 hours for up to 50 people*, 4 Guest Tickets, company highlighted on our social media and website, along with a link to your website, signage at the event, and a full-page ad in the event program.

EMERALD SPONSOR

\$750 Donation: Company usage of children's pavilion for 2 hours for up to 50 people*, 2 guest tickets, company highlighted on our social media and website, along with a link to your website, signage at the event, and a full-page ad in the event program.

FULL-PAGE AD

\$300 Donation: Full-page (5"x 8") color ad in the event program.

HALF-PAGE AD

\$200 Donation: Half-page (5"x 4") color ad in the event program.

QUARTER-PAGE AD

\$125 Donation: Quarter-page (5"x 2") color ad in the event program.

AUCTION ITEM

Gift in Kind Donation: Donation of an item to be auctioned off at the fundraiser.

Please email your ad in a jpg or png file to development@stanleypark.org by August 21, 2026.

*Pavilion will need to be booked by contacting the Stanley Park Main Office. Subject to availability.

Deadline to sponsor Fundraiser: August 21, 2026

SPONSORSHIP LEVELS

~~TITLE SPONSOR (One available)~~ **SOLD OUT**

\$1,500 Donation: Your company's name or logo on sleeve of race shirts. Premium placement of your company's name and logo at the Run Stanley event, both on the course as a mile sponsor and in a prominent place near the registration area, announcement of your Title sponsorship during Run Stanley, social media promotion, 6 Run Stanley Registrations and a table display in the Vendor Village (optional). Your company will be highlighted on our social media and website, along with a link to your website.



GOLD SPONSOR

\$750 Donation: Premium placement of your company's name or logo at the Run Stanley event, both on the course as a mile sponsor and in a prominent place near the registration area, announcement of your Title sponsorship during Run Stanley, social media promotion, 4 Run Stanley Registrations and a table display in the Vendor Village (optional). Your company will be highlighted on our social media and website, along with a link to your website.

SILVER SPONSOR

\$500 Donation: Placement of your company's name and logo at the Run Stanley event on the course as a mile sponsor, announcement of your Gold sponsorship during Run Stanley, social media promotion, 2 Run Stanley Registrations and a table display in the Vendor Village (optional). Your company will be highlighted on our social media and website, along with a link to your website.

COPPER SPONSOR

\$250 Donation: Placement of your company's name and logo on the 1-mile all-accessible course as a silver sponsor, social media promotion and a table display in the Vendor Village (optional). Your company will be highlighted on our social media and website, along with a link to your website.

PEWTER SPONSOR

\$100 Donation: Social media promotion and a table display as a Pewter sponsor on the water table.

VENDOR VILLAGE

\$50 Donation: A (10'x10') space provided near Start/Finish Line of the race and an 8' table, if needed, to set up your display.

We invite local businesses and organizations to show their support for Stanley Park by becoming a sponsor of the Annual Run Stanley 5k run/walk. Your sponsorship will also include the opportunity to participate in the Vendor Village, which will include a Health & Wellness section, K9 vendors, local businesses, service providers, and organizations who can share information and offer promotional coupons to runners, walkers and their guests. We also encourage you, your co-workers, family members and friends to come and take part in this event.

Deadline to sponsor Run Stanley: September 18, 2026