



Dear Beverly friend,

Good news! Based upon the current rollout of COVID-19 vaccines, we are optimistic that Beverly Homecoming will be back in full swing in 2021; we hope you are ready to join us in celebrating the resilience and collective spirit of our wonderful community!

We are planning events August 4-8, 2021, including traditional favorites such as LobsterFest, the fireworks display, concerts, a movie night, and some new additions!

A *Salem News* “Best of the North Shore” winner, Beverly Homecoming is a non-profit organization committed to renewing Beverly’s spirit by showcasing the beauty that Beverly has to offer; highlighting our businesses, arts and culture; and promoting community here in our beautiful oceanside city. We welcome you to become a volunteer, join our committee, or host a Homecoming event.

Each year, community and corporate sponsors provide the funds necessary to support this longstanding annual tradition. Beverly Homecoming is *not* funded by the city budget, so please make your tax-deductible donation in any amount to support Beverly Homecoming this year.

YOU make the fireworks sparkle, you make the delicious lobster rolls available, and you keep the music playing. Thank you for your support!

Beverly Homecoming Committee

Medley Long III, President

978-473-4948

YES, please include me as a sponsor of the 56th annual Beverly Homecoming at the _____ level! (See sponsorship levels on the following page.)



Platinum \$10,000

Introduction and 3-5 minute speaking opportunity prior to Homecoming fireworks, Exclusive placement of logo on Beverly Homecoming tote bags, Prominent logo placement on Homecoming T-shirts, Full page color ad space in Homecoming program, Lobster Fest promo table space, branded Beverly Supporter sponsorship signage, large logo on front page of website, large logo on website sponsorship and program sponsorship pages, premium banner space at Lobster Fest and fireworks day, recognition at all major events, minimum of 5 guaranteed social media postings, Instagram highlight spot, large logo on Homecoming sponsor banner.

Gold \$5,000

Introduction and 3-5-minute speaking opportunity at LobsterFest, Prominent logo placement on Homecoming T-shirts, Full page (B/W) ad space in Homecoming program, Lobster Fest promo table space, branded Beverly Supporter sponsorship signage, small logo on front page of website, small logo on website sponsorship and program sponsorship pages, Banner space at Lobster Fest and fireworks day, recognition at all major events, logo on Homecoming sponsor banner, 3 guaranteed social media postings dedicated to your brand.

Silver \$2,500

Prominent logo placement on Homecoming T-shirts, Half page (B/W) ad space in homecoming program, Lobster Fest promo table space, branded Beverly Supporter sponsorship signage, small logo on website sponsorship and program sponsorship pages, recognition at Lobster Fest, logo on homecoming sponsor banner, 2 guaranteed social media postings dedicated to your brand.

Bronze \$1,000

Prominent logo placement on Homecoming T-shirts, 1/3 page (B/W) ad space, Lobster Fest promo table space, branded Beverly Supporter sponsorship signage, listing on website sponsorship and program sponsorship pages, listing on Homecoming sponsor banner, 1 guaranteed social media postings dedicated to your brand.

Partner \$300

1/3 page (B/W) ad space, Lobster Fest promo table space, branded Beverly Supporter sponsorship signage, listing on website sponsorship and program sponsorship pages, guaranteed social media postings announcing all partners.

Friend.....\$100

Listing on website sponsorship and program sponsorship pages.

Non-Profit \$50

Lobster Fest promo table space, listing on website sponsorship and website sponsorship pages.

Supporter \$25-\$99

Proud to support this beloved annual tradition!



**BEVERLY
HOMECOMING**

Please provide your contact information below:

Company (if applicable):

Contact Name:

Address:

Phone: _____ Email: _____

_____ **Yes!** I understand that this annual event is a community effort, and many hands make light lifting; I would also like to volunteer with Beverly Homecoming!

Social Media Handles

Facebook: _____ Twitter: _____ Instagram: _____

Merchandise Information

For Platinum, Gold, Silver, and Bronze sponsors: If you would like your logo to be included on T-shirts or in program booklet, as applicable depending on your sponsorship level, please send a hi-res version of your logo to beverlyhomecoming@gmail.com no later than May 7, 2021.



Ad Information

While program ads are provided at many sponsorship levels, anyone—regardless of sponsorship level—is welcome to purchase an ad in the 2021 Beverly Homecoming program booklet. Please select your desired program ad below.

Note: The deadline to place an ad in the 2021 Homecoming program booklet is May 21st. Please email your completed ad as a PDF to beverlyhomecoming@gmail.com.

_____ **Full-page ad: \$400** *Included with Platinum, Gold sponsorships (4 1/2 x 7 3/4 in.)*

_____ **Half-page ad: \$200** *Included with Silver sponsorships (4 1/2 x 3 3/4 inches)*

_____ **1/3-page ad: \$100** *Included with Bronze, Partner sponsorships (2 x 3 1/2 inches)*

Please make checks payable to:

Beverly Homecoming Committee

P.O. Box 714

Beverly, MA 01915

We cannot wait to see you at Lynch Park this year. We have much to celebrate. Thank you for supporting your community and Beverly Homecoming!