



Northampton Mayor's Youth Commission

BenchWalk 2015!

The Summer Restival



Mayor's Youth Commission

CITY OF NORTHAMPTON

MASSACHUSETTS

City Hall

2nd Floor Hearing Room

212 Main Street, Northampton

Chairs: Mariel Lutz and Jonathan Goldman

City Liaison: City Council President Bill Dwight

Hello,

As a celebration of art and public space, the Northampton Mayor's Youth Commission is heading a collaborative art project with the support of local businesses to sponsor artists and local schools to paint the benches of downtown Northampton.

The benches will be painted in May and will be celebrated with an unveiling event in June titled *BenchWalk 2015 - The Summer Restival*. Mayor David Narkewicz and the Mayor's Youth Commission will give an opening presentation at City Hall. Following the presentation and a ribbon cutting ceremony, people will have the opportunity to admire the benches.

We are reaching out to you because we want to fully involve local businesses in this project. Our goal is to fund this project through donations from local Northampton businesses, organizations, and residents. We will need donations in order to finance stipends and supplies for artists and promotional material for the event. Based upon the different donation levels, a business will have several opportunities for promotional recognition. We estimate a budget of ~\$8,500 for this project. All donations to the Northampton Mayor's Youth Commission will be tax deductible, and donors will receive a letter or message of recognition for their donation.

Donors will be recognized in a variety of different ways as outlined below.

Primary Colors' Donor Levels (Donation deadline is June 10th)

1. **Cyan Donor:** \$1,000.00 and up

- Featured with logo and/or text on three 8 x 2 foot BenchWalk 2015 signs in central downtown Northampton locations (if donated prior to June 1st)
- Honorable mention during the unveiling speech with Mayor Narkewicz and the Mayor's Youth Commission.
- Mentioned in all press releases and interviews.
- Featured with logo and/or text on social media outreach.
- Featured with logo and/or text on the event map.

- Featured with logo and/or text on the official BenchWalk website.
 - Featured with logo and/or text on any BenchWalk memorabilia.
 - Featured with logo and/or text on the poster of donors at the BenchWalk booth.
 - Invitation to the BenchWalk reception following the event.
2. **Magenta Donors:** \$500.00 to \$999.99
- Honorable mention during the unveiling speech with Mayor Narkewicz and the Mayor's Youth Commission.
 - Featured with logo or text on social media outreach.
 - Featured with logo or text on the event map.
 - Featured with logo or text on the official BenchWalk website.
 - Featured with logo or text on the poster of donors at the BenchWalk booth.
 - Invitation to the BenchWalk reception following the event.
 - Featured with logo and/or text on any BenchWalk memorabilia.
3. **Yellow Donors:** \$250.00 to \$499.99
- Honorable mention during the unveiling speech with Mayor Narkewicz and the Mayor's Youth Commission.
 - Featured with text on the event map.
 - Featured with text on the official BenchWalk website.
 - Featured with text on the poster of donors at the BenchWalk booth.
 - Invitation to the BenchWalk reception following the event.
 - Featured with logo and/or text on any BenchWalk memorabilia.
4. **KEY donors:** \$100 to \$249.99
- Featured with text on the event map.
 - Featured with text on the official BenchWalk website.
 - Featured with text on the poster of donors at the BenchWalk booth.
 - Invitation to the BenchWalk reception following the event.
 - Featured with logo and/or text on any BenchWalk memorabilia.

How to Donate

- 1) A check addressed to the Northampton Mayor's Youth Commission for BenchWalk 2015.
- 2) Visit the official BenchWalk website at www.northamptonma.gov/benchwalk, or pay directly via UniPay at <https://unipaygold.unibank.com/Default.aspx?customerid=1311>.

Feel free to contact us with any questions at hampmyc@gmail.com.

Thank you for considering supporting our event! Your donations will provide your business with promotional recognition and help bring more public art to the Northampton community.

Sincerely,
Northampton Mayor's Youth Commission