

**Westminster Village Foundation  
presents**

**WESTMINSTER**



*Cracker Festival*

**8th Annual  
Westminster Cracker Festival  
October 21, 2023**



## WESTMINSTER VILLAGE FOUNDATION

PO Box 76 • Westminister, MA 01473

June 2023

Dear Local Business Owners,

The 8th annual Westminister Cracker Festival will be held on Saturday October 21, 2023. We pride ourselves in putting on this fundraiser to support the Westminister Village Foundation while allowing several non-profit organizations a free space to raise money for their own cause. Where do foundation funds go?

- First and foremost is putting on the festival (approx. \$22K)
- \$1,000 high school scholarship awarded every year (this year's winner is Russell Hertel)
- Holiday lights on the buildings downtown (\$6K)
- Summer Concert
- 2021-22 Westminister Dog Show (10K)
- Maintaining gardens in town...and much more. Please visit our website for more details - [www.crackerfestival.com](http://www.crackerfestival.com)

The 2021-2022 Westminister Dog Show was a huge success. You will see a few dogs lining Main Street this summer from our permanent collection. This will be the start of our outdoor art program.

The annual "End of Summer Concert" is scheduled for Sunday August 27th at 2pm. The concert is moving from Academy Hill to the VFW field. There will be food and drink available for purchase from the VFW. This free concert will feature a Rolling Stones tribute band, so bring your family to enjoy the music and support our veteran's organization. Rain location is inside the VFW.

We are truly grateful for your continued support of the Westminister Cracker Festival. We couldn't do it without your generosity and the use of Peter Normandin's shopping center. Please read the enclosed sponsor packet and give what you can to help us continue doing good things for the community. Please contact any committee member if you have questions. Thank you.



Lisa Grenier  
Sponsor Director



Joseph Serio  
Chairman

### Mission Statement

*Westminister Village Foundation's goal is to attract visitors to discover and experience our beautiful town. The vitality of a community is built on the foundation of a vibrant downtown where residents come together to interact and trade locally. To further that belief, money raised will be used for the benefit of the community.*

### Committee Members

Lisa Grenier\*  
(978) 821-6613  
Gary McDonald\*  
(978) 549-5345  
Mike Denzer\*  
(508) 414-3074  
John Hargraves\*  
(978) 874-0796  
Sylvia Banville\*  
(978) 668-5951

Joseph Serio\*  
(978) 870-2361  
Debi Fleck  
(978) 502-0713  
Cathy McDonald  
(978) 729-8934  
Shane Eastman  
(978) 833-9585  
Sean McNally  
(978) 602-5886

Greg Moran  
(978) 808-5803  
Carmela Manago  
(617) 240-1318  
Keith Dunn  
(802) 236-3200  
Julie Grenier  
(774) 364-2718  
Christian McMahan  
(203) 912-0943

Trent Dunn  
(603) 443-7578  
Don Brutvan  
(978) 855-1233  
Cindie Hastings-Brutvan  
(978) 835-0848

*\*Sponsor Contacts*

# Please Be Part of our Celebration October 21!

COMMITTEE MEMBERS



Front Row: Mike Denzer, John Hargarves; 2nd Row: Debi Fleck; 3rd Row: Lisa Grenier, Sylvia Banville, 4th Row: Cathy McDonald, Trent Dunn; 5th Row: Greg Moran, Joe Serio; Top Row: Gary McDonald



MUSIC



FAMILY & FRIENDS



VOLUNTEERS

Most photos by Mark Girouard Photography, official photographer of the Westminster Cracker Festival.



KID'S MUSIC



5K RACE



FOOD - WESTMINSTER CRACKERS



# WESTMINSTER CRACKER FESTIVAL

## SPONSORSHIP LEVELS

### **PLATINUM \$2500**

- Naming rights for the festival.
- Prominent placement of company logo on printed material, T-Shirt, website with a link to your website.
- Name announced throughout the festival.
- Festival Street banner with company name & "PLATINUM Sponsor" displayed on Main Street for 3 months.
- 6 complimentary Westminster Village Foundation T-shirts.
- Option to set up booth to engage festival attendees.

### **GOLD \$1,500**

- Your company banner (supplied by you) on either: MAIN TENT, MAIN STAGE, KIDS AREA, 5K RACE, BEER TENT, WINE TENT or MAIN ENTRANCE (previous year renewing sponsors get priority. List first, second and third choice and we will assign based on previous year and availability.
- Company logo on printed material, T-Shirt, festival website with a link to your website.
- Name announced at least five times during festival.
- Festival Street banner with "GOLD Sponsor" displayed on Main Street for 3 months.
- 4 complimentary Westminster Village Foundation T-shirts.
- Option to set up booth to engage festival attendees.

### **SILVER \$1,000**

- Company name on printed material, T-Shirt, festival website with link to your website.
- Name announced at least three times during festival.
- Festival Street banner with "Silver Sponsor" displayed on Main Street for 3 months.
- 2 complimentary Westminster Village Foundation T-shirts.
- Option to set up booth to engage festival attendees.

### **BUSINESS \$500**

- Company name on printed material, T-Shirt, website.
- 1 complimentary festival T-Shirt.
- Option to set up booth to engage festival attendees.

**BANNER SPONSORSHIPS:** Your company name, civic organization, family name or church on a Festival street banner displayed on Main Street for 3 months. Place orders by July 21st for maximum length of display. Please fill out the form on next page.

#### **Dated Banner \$350**

- Features festival date and is yours to keep after the festival.

#### **Renewable Banner *First Year* \$300**

- Features aspects of the festival. The banner is not returned.

#### **Renewable Banner *Subsequent Year* \$250**

- Banner must have been purchased in the previous year. Features key aspects of festival and is not returned.

### **FEATHER FLAG \$250**

- Renewable 8 Ft. flag with your name and festival logo displayed near entrance for 1 month surrounding festival. They are not returned and can be renewed each year for \$200.

### **FESTIVAL DAY PROGRAM AD \$100** Horizontal ad 4" x 1.5"

- Camera ready with logo and business name, address, phone and website or any words of festival support you may want to add.

### **EVERY LITTLE BIT HELPS SPONSOR \$25 AND UP**

- No donation is too small. Thank you for being part of the festival. Please fill out form on next page or donate online at [crackerfestival.com](http://crackerfestival.com).



# WESTMINSTER CRACKER FESTIVAL SPONSORSHIP ORDER

**CHECK HERE**

- PLATINUM SPONSOR** \$2,500 \_\_\_\_\_
- GOLD SPONSOR -** \$1,500 \_\_\_\_\_  
**Main Stage, Main tent, Beer Tent, Wine Tent, 5K,**  
**Kids Area, Main Entrance** \_\_\_\_\_  
**Choice 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_**
- SILVER SPONSOR** \$1,000 \_\_\_\_\_
- BUSINESS SPONSOR** \$500 \_\_\_\_\_
- BANNER SPONSOR** *Dated* \$350 \_\_\_\_\_
- BANNER SPONSOR** *Renewable* \$300 \_\_\_\_\_
- BANNER SPONSOR** *Renewed* subsequent year \$250 \_\_\_\_\_
- FEATHER FLAG SPONSOR** \$250 \_\_\_\_\_
- FEATHER FLAG** *Renewed* subsequent year \$250 \_\_\_\_\_
- FESTIVAL DAY PROGRAM AD** \$100 \_\_\_\_\_
- EVERY LITTLE BIT HELPS SPONSOR** \$25 and up \_\_\_\_\_

## Westminster Cracker Festival Sponsorship Order Form

NAME OR ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

**NAME TO BE PRINTED ON BANNER/BUSINESS banner and/or feather flag**

*Business or personal name, 2 lines, 16 characters maximum per line, including spaces and punctuation*

LINE 1 

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LINE 2 

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Please return this form with **check made payable to Westminster Village Foundation before July 21st for best placement** to PO Box 76, Westminster, MA 01473 or contact a committee member.

Please note: banner and flag orders cannot be processed without full payment.

# Westminster Cracker Festival Sponsorship

**Banner Sponsor Renewable**



**Banner Sponsor Dated**



**Feather Flag**



8'

\$250

Your Company Name

**COMPANY OR ORGANIZATION HERE**  
**CRAFT VENDOR**

24" x 48" \$300

**COMPANY OR ORGANIZATION HERE**  
**OCTOBER 21 2023**

24" x 48" \$350

## MERCHANDISE

**Hooded Sweatshirt with Logo**



Adult Sizes \$60

**Westminster Kitchen Towel**



\$12

**T-Shirt with Logo; Sponsors on Back**



Adult Sizes \$15

**Stoneware Soup Mug Etched with festival logo**



\$18

**Festival Pint Glass**



\$6

**Etched Glass Ornament**



\$15

**Belgium Beer Glass Etched**



\$15