

Roadtown Turkey Trot

Sponsorship Proposal

Friends of the MN Spear Memorial Library

Saturday
November 18, 2023



Contact

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**Roadtown Turkey Trot
November 18, 2023**

Introduction

The people of Shutesbury are asking for your support. For more than a decade, our community has worked towards building a better library. Our dedication has paid off.

Shutesbury has been awarded the one-and-only Small Library Pilot Program Grant. Voters have approved the Town's portion of the project. We've hired the architects. We've begun the design process. We expect to break ground in May 2024. And we are still raising funds to make sure when our library opens, it will be all that Shutesbury needs it to be.

In a small town like Shutesbury, we rely on you to provide the goods and services we need. We are hoping you will take the opportunity to support our library campaign and allow us the privilege to promote your business.



About The Event

As Thanksgiving approaches, the Friends of the MN Spear Memorial Library are excited to host our first Turkey Trot! Beginning on Leverett Road, this course will take you through both the paved and dirt roads of hilly Shutesbury. The course ends on a big down hill at the Shutesbury Elementary School. The only such event in Franklin and Hampshire Counties, it will attract avid runners and enthusiastic walkers of all ages, and crowds of friends and family to cheer them on--the very people who are your customers and clientele.

Sponsoring the Turkey Trot will bring positive publicity to your organization with your name featured prominently in :

- Press releases to the Hampshire Gazette and Greenfield Recorder
- Social media
- Correspondence with local running clubs
- Publicity provided by libraries throughout Franklin and Hampshire Counties
- Swag bookmarks provided to race participants, friends, and family

This exciting, first-time event will showcase you, our sponsors, to not just our small town of Shutesbury but to the broader Pioneer Valley Community.

[Click to be a Sponsor](#)

[Register for the race HERE](#)

Sponsorship Levels



Roadtown Turkey Trot



Turkey

Website promotion as a main event sponsor

Recognition at the Start and Finish line

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

4 free Race Entries

\$5,000 +



Apple Pie

Website promotion

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

2 free Race Entries

\$2,500 +

[Click to be a Sponsor](#)

Sponsorship Levels



Roadtown Turkey Trot



Pumpkin Pie

Website promotion

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

1 free race entry

\$1,000 +



Cranberry Sauce

Website promotion

Recognition at the Event

Name on back of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

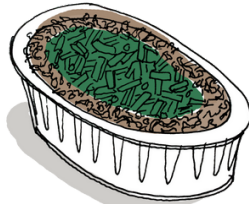
\$500 +

[Click to be a Sponsor](#)

Sponsorship Levels



Roadtown Turkey Trot



Green Bean Casserole

Website promotion

Recognition at the Event

Name on back of race bookmark

Email with business name to over 500 subscribers

\$100-\$499

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About Us

Built in 1902, the M.N. Spear Memorial Library is a single 900 sq ft room with no running water. We love our current library and it has served us well for the past 120+ years, but we have outgrown it. Today libraries are so much more than repositories for books. Libraries offer videos and audio books, computers, museum passes, science kits, and spaces for people to meet and work together. While we have managed to meet some of these needs, the current space is woefully inadequate.

Our Library is the heart of our community, offering programs for everyone – from story time for our youngest visitors to fitness classes for seniors – and providing opportunities for community connections for all. We need a bigger library for all of this, plus, we would like to wash our hands after using a bathroom.

In 2022 we became the fortunate recipients of the one and only Massachusetts Small Library Pilot Grant, which will cover 75% of the cost of a new library. Most importantly, 83% of voters supported moving forward with the grant. We are designing our new library now and will break ground in Spring of 2024.

The Friends of the M.N. Spear Memorial Library have anticipated this moment and have worked hard since 2010 to raise funds for our Town's share of a new library. We have a goal of \$550,000 by the time we break ground next spring. We now have \$460,000, all raised from within our small community of just under 1,800 residents. For ten years we've hosted bake sales and tag sales, collected deposit recyclables and organized Giving Day appeals. We are now looking to our broader community to help us clear the last hurdle. At this time of Thanksgiving, please consider supporting us by signing on as a sponsor for our Roadtown Turkey Trot.



Vision

- A new library at the heart of our community
- A space that offers community events and programming
- A community space that enhances the life of townspeople of all ages



Mission

- To raise \$130,00 by spring of 2024
- Show support for our local businesses
- Host a community event at a time of Thanksgiving

Roadtown Turkey Trot

The Future Shutesbury Library

We are in the midst of designing our new library and set to break ground in Spring of 2024. Below is a glimpse of what the future holds for our town.



The adult reading room will house 6,000 books. The sunlit building will have cozy seating and quiet study spaces.



A community meeting room will seat 50. Classes, film screenings, puppet shows, and intimate concerts will be regular events.



A view of the SE corner of the building. A 63kWh solar array will provide 100 % of the building's electricity.



In the NE corner, the children's room will have cozy seating, play spaces, and a collection of 7,000 books.

Thank you for your support!

[Click to be a Sponsor](#)



**Reminder: Logos to be sent in PDF or JPG format to
roadtowntt@gmail.com by
no later than Sunday, October 1, 2023**

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