

**Ashland Redevelopment Authority
Music/Arts Festival Steering Committee
Meeting Minutes for March 13, 2014**

Team present: Enzo Scalora, Steve Mitchell, Bonnie Mitchell, Kevin McGuire, Steve Robinson.

Others: Lisa Price

The meeting was called to order at 7:00 PM by E. Scalora

ARA Approval

The ARA has approved the continued planning and development of the Music and Arts Festival provided that the event is able to be run without a budget shortfall. Revenue and Sponsorship from the event need to cover the cost of putting on the event in town. We will present an updated financial outlook and budget to the ARA in a two months related to the events capability to be self sustaining.

Sponsorship Search

- Meeting was opened with discussion related to need to focus on sponsorship procurement for the Festival.
- It was decided that there will be several levels of sponsorship. Each sponsorship level provides different of levels of promotion and benefit to the sponsor
 - Platinum Sponsor - \$4,000
 - “Presented By” status for the Arts and Music Festival
 - Main Stage Naming Designation
 - Prominence in all Marketing Materials, Web Site, Schedules, and Promotion Items
 - Continual Mention throughout Festival as part of programming acknowledging their sponsorship level
 - Gold Sponsor - \$2,000
 - Gazebo Stage Naming Designation
 - Inclusion in all Marketing Materials, Web Site, Schedules, and Promotion Items
 - Continual Mention throughout Festival as part of programming acknowledging their sponsorship level
 - Silver Sponsor - \$1,000
 - Food Area Naming Designation
 - Inclusion in all Marketing Materials, Web Site, and Promotion Items

- Festival Site Sponsor - \$1,000
 - Designated for venues hosting programming during the festival
 - Inclusion in all Marketing Materials, Web Site, Schedules and Promotion Items
 - Local Shop Sponsor - \$500
 - Inclusion in all Marketing Materials, Web Site and Promotion Items
- There was discussion related to having another tier of sponsorship for local shop sponsor in the range of \$250 - \$300. We discussed we would be willing to work with local vendors according to sponsorship capabilities
 - Group discussed list of potential sponsors for the event. Committee members divided the list and will contact potential sponsors accordingly
 - A One Pager will be developed listing the levels of sponsorship and benefits to assist in sponsorship search efforts
 - Steve Mitchell will contact the Metrowest Tourism bureau regarding their availability of funds to assist in the event.
 - Total Sponsorship target is between \$15,000 and \$17,000
 - Target date of May 1st to complete the sponsorship search
 - Related to sponsorship and tax deductible status, we will partner with the Ashland Day's 501c3 to accept donations on a tax deductible basis

Logistics

- Discussion related to have transportation options to assist the crowd in moving from Stone Park to the festival sites in areas of downtown. Potential options discussed were Bike Peddlers with carriages as well as the use of the town shuttle bus with drop off and pick up areas throughout the day.
- We have a contact who ran the music festival's at Framingham's Bowditch field. We will contact for assistance and guidance on planning and logistics.
- Discussion related to having street artists set up throughout the streets leading from stone park to downtown to assist in the movement of people throughout the downtown area to all the festival sites including Stone's, Kelly's, the Red Dress, and The Library.

Marketing

- The initial website is in development. Site address is www.ashlandmusicartsfestival.org.

Future Meetings (7PM-8:30PM):

- March 26th
- April 10th

Meeting adjourned at 8:25 PM

Respectfully submitted,

Kevin McGuire
Secretary

DRAFT