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Elle Marrone

March 18, 2025

Dear Neighborhood Partner,

I am writing on behalf of the nonprofit 501(c)3 organization Greater Ashmont Main Street (GAMS), located in Dorchester, MA. Our mission is to further develop Greater Ashmont as an attractive, thriving, and connected district. We are thrilled to announce that we will be hosting the fourth annual *Dorchfest* on May 31, 2025 and request your support.

Dorchfest is a porchfest-style music festival here in the Ashmont-Adams neighborhood, founded in 2022 by the Ashmont Adams Neighborhood Association and a core group of volunteers as part of the celebrations of Dorchester Day weekend. This free event brings thousands of attendees, including elected officials, to the area to enjoy music as diverse and vibrant as Dorchester.

We request your help raising money for Dorchfest and further promoting the festival in creative ways like offering specials, selling Dorchfest merch, or displaying Dorchfest signage. Please follow us (@dorchfest and @greaterashmont on Instagram and Facebook) and tag us in any posts about your offerings so that we can promote and reshare with our followers.

If you would like to sponsor the event and advertise your business to our audience, please contact me at sponsorship@greaterashmont.org or 617-825-3846.

Sincerely,

Elle Marrone
Executive Director, Greater Ashmont Main Street
exec@greaterashmont.org

Request for Small Business Collaborators

**DORCH
FEST
2025!**

ABOUT DORCHFEST:

Dorchfest was founded in 2022 with the express purpose of bringing a free and accessible festival of multi-genre musical acts to the Ashmont-Adams neighborhood of Dorchester. The festival occurs on the weekend of the historic Dorchester Day Parade and has steadily grown its audience each year. Last year, 3,000 people arrived by train, bus, bicycle, car or on foot to enjoy the 45 bands that performed on 30 porches, yards, parking lots and patios throughout the neighborhood.

Dorchfest differs from other porchfest-style celebrations in one critical way: we pay our performers for the massive benefit they provide to our community and, as a result, 85% of bands reapply each year. Through this model, we ensure that the performers who play at Dorchfest are high quality, diverse and enjoyable for the audience.

SATURDAY, MAY 31

12 - 5 PM

BENEFITS TO THE COMMUNITY:

- Offers a free, fun, and accessible event for neighbors of all ages
- Provides a paid opportunity for local musicians and performing artists
- Supports adjacent local businesses by increasing visibility and foot traffic in the Ashmont-Adams neighborhood
- Provides an opportunity to celebrate our diverse cultures through live music in unique venues



Request for Small Business Collaborators



HOW TO GET INVOLVED

We are looking for small businesses to help to raise money for Dorchfest and further promote the festival in creative ways. Some examples include:



If you are a restaurant...

You could create a special cocktail or sandwich (named after Dorchfest) and a portion of all proceeds from the sale of that item would be donated to Dorchfest

If you are a retail store...

You could sell our Dorchfest t-shirts! We would give you a selection of sizes, and you could sell them through your Point of Sale. At the end of the May, you would write us a check for any profits made from the t-shirt sales.



If you aren't in a place to give financially...

We are so grateful for any small businesses who help us get the word out about Dorchfest. You could put Dorchfest flyers up in your business, share our posts on social media, or help to recruit other donors.

WANT TO JOIN US?

Please email Elle Marrone at sponsorship@greaterashmont.org

LEARN MORE
ABOUT DORCHFEST

