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#### **EXECUTIVE DIRECTOR**

Elle Marrone

March 26, 2025

Dear Valued Community 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 historic 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 believe that you understand the positive impact Dorchfest has on our community and we invite you to promote your business as a sponsor. The cost of this year's event will be \$30,000 with almost 85% of the budget going directly to local artists. Sponsorship demonstrates your commitment to our neighborhood and allows you to advertise your brand directly to attendees and our more than 7 thousand combined social media followers. Most importantly, your tax-deductible sponsorship makes the work of Greater Ashmont Main Street possible.

The deadline to support Dorchfest is **April 20**. Please contact me at [sponsorship@greaterashmont.org](mailto:sponsorship@greaterashmont.org) or 617-825-3846 if you would like to take advantage of these opportunities or discuss other options.

Sincerely,

Elle Marrone  
Executive Director, Greater Ashmont Main Street  
[exec@greaterashmont.org](mailto:exec@greaterashmont.org)

# REQUEST FOR SPONSORSHIP

2025  
**DORCH  
FEST**

## 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.

## SAVE THE DATE:

**SATURDAY, MAY 31**

## 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 SPONSORSHIP



Sponsor Benefits	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
Stage naming rights				
Dedicated social media posts				
Logo on t-shirts				
Logo on event day banners				
Logo on promotional flyers				
Logo on Dorchfest website				
Shout-out on Instagram stories				

## INTERESTED IN SPONSORING?

Please email Elle Marrone at [sponsorship@greaterashmont.org](mailto:sponsorship@greaterashmont.org) or scan the QR code below.



SPONSOR  
HERE



## SMALL BUSINESS COLLABORATORS

We are looking for creative ways to collaborate with small businesses to raise money, such as hosting fundraiser events, or donating a portion of proceeds to Dorchfest.

To learn more, reach out to Elle at [sponsorship@greaterashmont.org](mailto:sponsorship@greaterashmont.org)