2027 SPONSORSHIP PROPOSAL



NOW A TWO-DAY INDEPENDENCE DAY CELEBRATION

June 26 & 27, 2027 · The Wick 338 · Southwick, MA

$240,000+	2 DAYS	5,000
raised to date for Western Massachusetts children	of live music, family fun & fireworks	estimated guests each day

BENEFITING **CHILDREN'S MIRACLE NETWORK AT BAYSTATE CHILDREN'S HOSPITAL**

UNBROKEN WINGS INC.

HOST OF THUNDER IN THE VALLEY CONCERT & FIREWORKS

99 Northridge Rd.
Westfield, MA 01085
Mike@unbrokenwings.org
Eric Murray · 413-575-3806
thunderinthevalleyma.com

November 2026

Dear Friend and Community Partner,

For more than a decade, Unbroken Wings Inc. has brought Western Massachusetts together each summer for **Thunder in the Valley Concert & Fireworks**, an Independence Day celebration with a purpose far bigger than one night.

To date, we have raised **over $240,000** for the Children's Miracle Network at Baystate Children's Hospital and for local families whose children are battling cancer and other traumatic diseases and injuries. We are entirely volunteer driven, and 100% of event proceeds go to the kids.

This year, the Thunder gets bigger. We are expanding from a one-day event to a **two-day celebration on June 26 & 27, 2027**, welcoming an estimated 5,000 guests each day for live music, family fun, and the fireworks show our supporters know as the best in the area.

Sponsors make all of it possible. Your partnership keeps the stage lit and the sky full, lets us keep tickets affordable, and keeps the important celebration of Independence Day alive in our valley. In return, your organization stands in front of thousands of local families, side by side with a cause they love.

The pages that follow outline seven sponsorship levels, from Bronze to our exclusive Executive title partnership. I would be glad to sit down with you and tailor a package to your goals.

With gratitude,

Mike Perrier

President & Event Chair, Unbroken Wings Inc.
Mike@unbrokenwings.org · thunderinthevalleyma.com

OUR MISSION

FIREWORKS THAT FUND MIRACLES

Unbroken Wings Inc. is a volunteer-driven organization turning one summer celebration into real help for Western Massachusetts children battling cancer and other traumatic diseases and injuries.

2027 · TWICE THE THUNDER

FROM ONE DAY TO A TWO-DAY CELEBRATION

Every dollar raised supports the Children's Miracle Network at Baystate Children's Hospital and local families facing a child's illness or injury.

$240,000+
raised to date for children & families in need

5,000 / DAY
estimated guests on each day of the celebration

100%
of event proceeds donated to children

WHY PARTNER WITH US

- ★ **Two full days** in front of thousands of local families
- ★ **The area's best** Independence Day fireworks
- ★ **Your brand beside** children's health in Western Mass.
- ★ **Volunteer run**, so your support goes to the kids

WHEN	WHERE	ONLINE
June 26 & 27, 2027	**The Wick 338** 46 Powder Mill Rd, Southwick, MA	thunderinthevalleyma.com

SPONSORSHIP OPPORTUNITIES

LEAD PARTNERSHIPS

Our highest-visibility opportunities, each building on the level below it.

TITLE PARTNER

EXECUTIVE $50,000

- ★ **All benefits of Elite Level sponsorship**
- ★ Exclusive naming rights added to the event title
- ★ Exclusive sponsorship of a branded VIP Tent & hospitality area
- ★ Special recognition as the premier sponsor in all event promotions and communications

ELITE $15,000

- ★ **All benefits of Platinum Level sponsorship**
- ★ Exclusive sponsorship of the Stage, with branding on stage banners
- ★ Recognition as a lead sponsor in all media appearances, interviews and TV commercials
- ★ Opportunity to **speak on stage for up to 15 minutes on both days**, promoting yourself, your company or your mission to the community

PLATINUM $10,000

- ★ **All benefits of Diamond Level sponsorship**
- ★ Exclusive sponsorship of a particular band
- ★ Opportunity to **speak on stage for up to 10 minutes** on the day of your choice, promoting yourself, your company or your mission to the community
- ★ **$1,000 donation** to Children's Miracle Network in your honor
- ★ Customized partnership opportunities tailored to your organization's goals and values

SPONSORSHIP OPPORTUNITIES

SUPPORTING PARTNERSHIPS

Every level puts your name in front of our community and directly helps local kids.

DIAMOND
$7,500

Includes all Gold Level benefits

- ★ Exclusive recognition as a Diamond sponsor in all event communications
- ★ Stage mentions & recognition at Thunder in the Valley **both days**
- ★ Prominent logo placement on banners around the event

GOLD
$5,000

Includes all Silver Level benefits

- ★ Premium logo placement on event materials
- ★ Dedicated social media post highlighting your brand and its commitment to community wellness
- ★ Complimentary booth space for a local non-profit of your choice

SILVER
$2,500

Includes all Bronze Level benefits

- ★ 10×10 complimentary booth space to promote your business
- ★ Logo placement on event signage and banners
- ★ Recognition during opening and closing ceremonies
- ★ Invitation **for 6** to the Prime Rib / Hospital Check Presentation Dinner in October

BRONZE
$1,000

Where every partnership begins

- ★ Logo placement on the event website with a link to your website
- ★ Acknowledgment on event social media platforms
- ★ Opportunity to distribute promotional materials at the event
- ★ Invitation **for 2** to the Prime Rib / Hospital Check Presentation Dinner in October

★ **ANY DONATION AMOUNT**

All donation amounts are welcome and needed. Donations of **$500 or more** will be listed on the official event T-shirt.

COMPARE LEVELS

BENEFITS AT A GLANCE

Each level includes every benefit of the levels beneath it.

BENEFIT	EXECUTIVE $50K	ELITE $15K	PLATINUM $10K	DIAMOND $7.5K	GOLD $5K	SILVER $2.5K	BRONZE $1K
Naming rights added to the event title	✓						
Branded VIP Tent & hospitality area	✓						
Premier sponsor in all promotions	✓						
Stage sponsorship & stage banners	✓	✓					
Lead sponsor: media & TV commercials	✓	✓					
Speak on stage (minutes)	**15/day**	**15/day**	**10**				
Exclusive sponsor of a particular band	✓	✓	✓				
$1,000 donation to CMN in your honor	✓	✓	✓				
Customized partnership opportunities	✓	✓	✓				
Recognition in all event communications	✓	✓	✓	✓			
Stage mentions & recognition both days	✓	✓	✓	✓			
Prominent logo on event banners	✓	✓	✓	✓			
Premium logo on event materials	✓	✓	✓	✓	✓		
Dedicated social media post	✓	✓	✓	✓	✓		
Booth for a local non-profit you choose	✓	✓	✓	✓	✓		
10×10 booth space for your business	✓	✓	✓	✓	✓	✓	
Logo on event signage and banners	✓	✓	✓	✓	✓	✓	
Recognition at opening & closing	✓	✓	✓	✓	✓	✓	
Logo & link on the event website	✓	✓	✓	✓	✓	✓	✓
Acknowledgment on event social media	✓	✓	✓	✓	✓	✓	✓
Distribute promotional materials	✓	✓	✓	✓	✓	✓	✓
Prime Rib / Check Dinner guests	**6**	**6**	**6**	**6**	**6**	**6**	**2**

Dinner row shows guests invited to the Prime Rib / Hospital Check Presentation Dinner in October. Speaking row shows minutes on stage: Platinum speaks on the day of their choice; Elite and Executive speak on both days.

JOIN US

SPONSORSHIP COMMITMENT

Please return by **February 1, 2027** to be included in all printed event materials. Sponsorships received after that date will be included in future printings.

SELECT YOUR LEVEL

- ☐ **Executive** $50,000
- ☐ **Elite** $15,000
- ☐ **Platinum** $10,000
- ☐ **Diamond** $7,500
- ☐ **Gold** $5,000
- ☐ **Silver** $2,500
- ☐ **Bronze** $1,000
- ☐ **Donation** $_____

COMPANY / ORGANIZATION (EXACTLY AS IT SHOULD APPEAR)

CONTACT NAME

TITLE

MAILING ADDRESS · CITY · STATE · ZIP

PHONE

EMAIL

WEBSITE (FOR YOUR LINK)

YOUR LOGO

Email a high-resolution logo with a transparent background (PNG, SVG, EPS or PDF) to **Contact@unbrokenwings.org**.

PAYMENT

Make checks payable to **Unbroken Wings Inc.** and mail with this form to:

Unbroken Wings Inc.
99 Northridge Rd.
Westfield, MA 01085

AUTHORIZED SIGNATURE

DATE

THANK YOU FOR HELPING US BRING THE THUNDER!

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