



2024

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A Social Economic Justice Initiative of the New England Legal Foundation

OVERVIEW



The New England Legal Foundation (NELF), a nonprofit public interest legal organization founded in 1977, is launching a new project, the Equalizer Institute, to support under-represented entrepreneurs who need legal assistance to help them develop their new companies. Much like civil legal aid does for individuals, the Equalizer Institute would provide free corporate legal assistance for underrepresented entrepreneurs, including new Americans, women, veterans, students, and those from diverse backgrounds who face barriers to starting up their companies due to lack of resources.

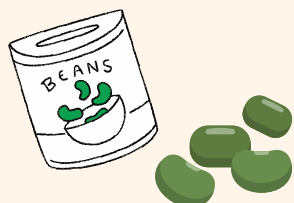
To raise funds and awareness about the Equalizer Institute, NELF is launching a new concept, the Beantown Beanfest™, that will symbolically and literally catalyze the community surrounding a culinary staple in most, if not all, cuisines across the world and in the Boston area – beans.

WHY BEANS & BEANFEST?

Boston is known nationally and internationally as “Beantown.” But that established brand has never been leveraged to promote the city’s historic embrace of everything bean. NELF recognized this glaring oversight and saw an opportunity to create a signature annual event intended to support the Equalizer Institute as well as provide the city with a fun community event centered around the humble-but-mighty bean.

After the long pandemic quarantine period, and in light of Mayor Michelle Wu’s recent calls for organizations to draw more people to Boston by encouraging more public events using the city’s parks and public resources, the time is right for a festive, fun event bringing folks from all walks of life together.

In many ways, beans themselves are an equalizer, with their influence and import spanning across the majority of cultures and providing a common thread. Plus, beans are affordable, accessible, healthy, come in various forms, and have longevity—in short, they’re accessible to all, just as our plans for the Equalizer Institute will make entrepreneurship accessible, affordable, and lasting for all.



WHAT'S THE BEANTOWN BEANFEST ALL ABOUT?

The Beantown Beanfest will bring together different communities from across Greater Boston that use beans in cooking. Beans are delicious, nutritious, climate friendly, and transcend every racial and ethnic neighborhood in Boston; every culture has its own signature bean dish and favorite recipes. From Boston Brahmin baked beans to the multitude of bean recipes used in food across the spectrum of the region's diverse communities including Latinx countries, Europe, Middle East, Asia and Africa, beans, like the name of the new institute, are the great equalizer. Further, Beanfest will be a chance for the business community-- and the food service community in particular—to be in the spotlight and receive some much-deserved attention after the devastating economic impacts of the pandemic. By highlighting vendors large and small, Beanfest will help promote and strengthen the business community here in Boston.

The event will feature vendors selling and providing free samples of bean-related items of all kinds (did you know jelly beans were invented in Massachusetts?), bean foods, bean clothing, bean art, and selection by a panel of celebrity judges of the restaurant winning the coveted “Beantown Beanfest Best Baked Beans in Boston” award. We will have music, entertainment, and bean-themed games and activities for all ages.

BEANFEST LOGISTICS



The Beantown Beanfest is planned for Saturday, June 22, 2024, on the Rose Kennedy Greenway as a free, all-day public event that will feature vendors from across the region representing different ethnic cuisines and products that use beans. The main tent will highlight our sponsors' products and food. Vendors are encouraged to offer free samples to contribute to the community feel of the event, but may also sell their products and food for profit.

The Beantown Beanfest may also feature other vendors and include events to engage the attendees, with the goal of raising awareness of the importance of the Equalizer Institute's mission.



SPONSORSHIP PACKAGES

SPONSORSHIP LEVELS



Naming Rights Partner - \$110,000

Rights and Designations:

- By becoming the Naming Right Partner, your brand will maximize association with Beantown Beanfest and our mission
- Exclusive Naming Right Partner, with designation and brand recognition as the “BRAND XYZ Beantown Beanfest” or “BRAND XYZ Presents Beantown Beanfest”
- Beantown Beanfest to create a composite logo locked up with Naming Right partner’s logo for use on all outbound paid media including social/digital media, and any earned media where allowed for publication.
- Exclusive license to “Beantown Beanfest” and “Boston Beanfest” trademarks as “Presenting/Title Sponsor” for duration of the term
- Recommended initial term of three (3) years to maximize brand equity and continuity, with Right of first refusal for renewal of Presenting/Title sponsor

Benefits:

- Premium listing and logo placement on all event banners, signage, website, and social media
- Special recognition from the stage during the speaking program with an opportunity to participate in the programming on the main stage
- Premium on-site placement of sponsor tent for vending/sampling
- Access for eight (8) people to the Sponsor Suite the day of the event, at a location in the immediate vicinity of the Greenway
- Up to ten (10) tickets to the VIP Reception (to be held in the weeks prior to the event)
- Dedicated Twitter Posts (8)
- Dedicated Facebook Posts (8)
- Dedicated Instagram Posts (8)
- Dedicated press release
- Option to be a speaker on an episode of NELF President Dan Winslow’s podcast, “Sidebar with Judge Dan Winslow: A weekly conversation on interesting topics at the intersection of law and business.”
- Mention and logo inclusion in all press releases
- Dedicated Newsletter Email blast
- Guest blog post on www.beantownbeanfest.org
- Logo inclusion on paid advertising, when available

Featured Sponsor - \$75,000



Rights and Designations:

- Brand exposure for Featured Sponsor will be maximized just under the Naming Rights Sponsor
- Featured Sponsor will be showcased first with prime placement below Naming Rights in all advertising
- Category Exclusivity and First Right of Refusal for future years

Benefits:

- Premium listing and logo placement on all event banners, signage, website and social media with location just under Naming Rights
- Special recognition from the stage during the speaking program, with an opportunity to participate in the programming on the main stage
- On-site placement of sponsor tent for vending/sampling, in high traffic area
- Access for eight (8) people to the Sponsor Suite the day of the event, at a location in the immediate vicinity of the Greenway
- Up to ten (10) tickets to the VIP Reception (to be held in the weeks prior to the event)
- Dedicated Twitter Posts (8)
- Dedicated Facebook Posts (8)
- Dedicated Instagram Posts (8)
- Dedicated press release
- Option to be a speaker on an episode of NELF President's Dan Winslow's podcast, "Sidebar with Judge Dan Winslow: A weekly conversation on interesting topics at the intersection of law and business."
- Mention and logo inclusion in all press releases
- Dedicated Newsletter Email blast
- Guest blog post on www.beantownbeanfest.org
- Logo inclusion on paid advertising, when available

Official Sponsor - \$50,000



Rights and Designations:

- Category Exclusivity and First Right of Refusal for future years

Benefits:

- Listing and logo placement on all event banners, signage, website and social media with other Official Sponsors
- Special recognition from the stage during the speaking program, with an opportunity to participate in the programming on the main stage
- On-site placement of sponsor tent for vending/sampling, in high traffic area
- Access for Six (6) people to the Sponsor Suite the day of the event, at a location in the immediate vicinity of the Greenway
- Up to eight (8) tickets to the VIP Reception (to be held in the weeks prior to the event)
- Dedicated Twitter Posts (6)
- Dedicated Facebook Posts (6)
- Dedicated Instagram Posts (6)
- Dedicated press release
- Option to be a speaker on an episode of NELF President's Dan Winslow's podcast, "Sidebar with Judge Dan Winslow: A weekly conversation on interesting topics at the intersection of law and business."
- Mention and logo inclusion in all press releases
- Dedicated Newsletter Email blast
- Guest blog post on www.beantownbeanfest.org
- Logo inclusion on paid advertising, when available

Supporting Sponsor - \$20,000

- General listing and logo placement on sponsor banners, flyers and website
- Prominent on-site placement of sponsor tent for vending/sampling
- Up to six (6) tickets to the VIP Reception (to be held in the weeks prior to the event)
- Access for four (4) people to the Sponsor Suite the day of the event at a location in the immediate vicinity of the Greenway
- Dedicated Twitter Posts (4)
- Dedicated Facebook Posts (4)
- Dedicated Instagram Posts (4)
- Mention in press releases
- Mention in Newsletter Blasts

Sponsor - \$6,000

- Listing on sponsor banners and website
- Shared or individual sponsor tent for vending/sampling, based on space available
- Up to two (2) tickets to the VIP Reception (to be held in the weeks prior to the event)
- Dedicated Twitter Posts (1)
- Dedicated Facebook Posts (1)
- Dedicated Instagram Posts (1)
- Mention in relevant press releases as appropriate

In Kind Sponsorships and Community Partnerships

We offer customized in kind sponsorship options for corporations and organizations, as well partnership opportunities for community, government, and nonprofit organizations. Please contact us directly to learn more.

