January 2025

We are thrilled to announce the co-presentation of **Armed Forces Day**, taking place on Rogers Parade Field on Saturday, May 17, 2025 (rain date: Sunday, May 18, 2025). This exciting event is a collaboration between Devens Recreation, MassDevelopment, and the Nashoba Valley Chamber of Commerce (with additional partners to be announced). The day will feature live music, vendors, interactive displays, and a spectacular fireworks show.

Our mission is twofold: to honor the brave men and women who protect our country and to provide exceptional entertainment for the region, fostering community spirit and promoting tourism in our surrounding towns—a true win-win for all involved!

Armed Forces Day presents a fantastic opportunity to showcase your business while demonstrating your support for our community. We invite you to review the sponsorship levels and benefits to find the option that aligns best with your business goals.

If a sponsorship isn't the right fit, you can still participate by placing an ad in our virtual program book. The program link will be actively promoted at the event, on the Nashoba Valley Chamber website (www.nvcoc.com), the Devens Community/MassDevelopment website, and across social media platforms.

Your support is critical to the growth and success of this vibrant community event. We'd also love to hear any creative ideas you may have to enhance the experience for both our attendees and sponsors. Please feel free to contact me at 978.425.5761 or via email at melissa@nvcoc.com.

Thank you for considering **Armed Forces Day** as part of your annual marketing and community engagement strategy. Together, we can make this event truly unforgettable!

Sincerely,
Melissa

Melissa Fetterhoff, IOM
President & CEO
Nashoba Valley Chamber of Commerce

NashobaValley
CHAMBER OF COMMERCE

why Sponsorship?

Exposure

In its heyday, the Devens Fireworks event reached well over 10,000 neighbors and community members.

After a decade hiatus, we estimate close to 3,000 attendees at the 2023 fireworks event.

Enhance Your Image

Community involvement has been proven to enhance the image of businesses in our region.

Event Presented by:

DEVENS
A MASSDEVELOPMENT COMMUNITY

Nashoba Valley
CHAMBER OF COMMERCE

Exclusive Opportunities

Freedom Sponsor $5,000

Limited to 2 sponsors
Name and logo included on all media
Ability to post company banner (premier location)
Sponsor name mentioned by emcee
Logo on all promotional materials and advertisements
Ad in virtual program book (full page/full color)
Booth option (in vendor area)

Patriot Sponsor $2,500

Limited to 4 sponsors
Name and logo included on all media
Ability to post company banner (premier location)
Sponsor name mentioned by emcee
Logo on all promotional materials and advertisements
Ad in virtual program book (half page/full color)
Booth option (in vendor area)

Gold Star Sponsor $1,000

Limited to 6 sponsors

- Name and logo included on all media
- Ability to post company banner
- Complimentary booth space at event
- Sponsor name mentioned by emcee
- Logo on all promotional materials and advertisements
- Ad in virtual program book (quarter page/full color)

Stars & Stripes Sponsor $500

Unlimited sponsors

- Logo on promotional materials/advertisements
- Ad in virtual program book (quarter page/full color)