



## Town of West Springfield

**Sonia Manley**  
Director

*Park & Recreation Department*  
26 Central Street - Suite 19  
West Springfield, MA 01089  
(413) 263-3284 | [parkandrec@tows.org](mailto:parkandrec@tows.org)



February 2025

Dear Sponsor,

The West Springfield Park & Recreation Department would like to thank you for your interest in becoming a sponsor for the 2025 Easter Trail Hop at the Morgan Road Pavilion!

We are hopeful you will sponsor a portion of our trail this year, which in turn, will ensure that this event remains affordable for everyone while offering a quality experience. Your sponsorship will give you exposure to hundreds of people, while showing your organization's support for the local community!

We appreciate your interest and willingness to support programs for our youth and look forward to working with you in the near future. Thank you for joining us in making West Springfield an ideal place to live, work and play.

Please contact us should you have any questions or concerns regarding sponsorship opportunities.

Recreationally,

A handwritten signature in black ink that reads "Sonia Manley".

Sonia Manley  
Director  
[smanley@tows.org](mailto:smanley@tows.org)





West Springfield Park & Recreation  
Department Presents...

## Easter Trail Hop at the Morgan Road Pavilion



### About the Events:

The Annual Easter Trail Hop is one of the most anticipated activities in West Springfield. Resident children & families come together to walk the decorated quarter mile Bagg Brook Trail in Easter outfits and collect treats along the way!

**Location:** Bagg Brook Trail, at the Morgan Road Pavilion  
459 Morgan Road  
West Springfield, MA 01089

**Target Demographic:**  
West Springfield children ages 2-13

**Date:** Saturday, April 19, 2025

**Time:** 1:00PM – 4:45PM

**Participation:** Approximately 400 West Springfield children & their families

### West Springfield Park & Recreation Digital Media:

- **Facebook** – 4,500 followers
- **Email Notifications** – 1,420 subscribers
- **Town Website** - [www.wsparkandrec.org](http://www.wsparkandrec.org)

Fill out the attached Sponsorship Application to join us on the trails!

### All Sponsorships Include:

- Business name/logo on Park & Recreation website

## EASTER TRAIL HOP

### SPRINGTIME STATION SPONSOR: \$500

- Business will provide, set up & display their own Easter Decorations on a section of the Trail for the entirety of the event
  - Business Employees (1-2) invited to man station. *Park & Recreation Volunteers will assist if needed*
  - Treats to hand out will be provided by Park & Recreation Dept.
- Custom signage (approximately 24" x 18") with business name/logo at your station
- Business name will be highlighted on a carrot in the Park & Recreation Carrot Patch section of the trail.

### HIPPITY HOPPITY HANDOUT SPONSOR: \$250

- Custom signage (approximately 9" x 5") with business name/logo at station
  - Business Employees (1-2) or Park & Recreation Volunteers will man station
  - Treats to hand out will be provided by Park & Recreation Dept.
- Business name will be highlighted on a carrot in the Park & Recreation Carrot Patch section of the trail.

### CARROT PATCH SPONSOR: \$100

- Business name will be highlighted on a carrot in the Park & Recreation Carrot Patch section of the trail.



**DEADLINE FOR EASTER SPONSORSHIP: FRIDAY, MARCH 14, 2025**



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# EASTER TRAIL HOP SPONSORSHIP APPLICATION

*Count on us as a sponsor!*

## EASTER TRAIL HOP

- Springtime Station Sponsor\***                      \$500
- Hippity Hoppity Handout Sponsor\***                      \$250
- Carrot Patch Sponsor**                                      \$100

\*Business will send volunteers to man station during event     Yes     No

### Contact Information:

Company Logo Included for Use on Park & Rec Website:     Yes     No

Company Name (as you wish it to appear on Signage/Handout): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Primary Phone Number: \_\_\_\_\_ Secondary Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Payment Information:

Make checks payable to: "Town of West Springfield" and mail to:

**West Springfield Park & Recreation Department  
26 Central St. – Suite 19  
West Springfield, MA 01089**

My check is enclosed for \$ \_\_\_\_\_

## ***SPONSORSHIP DEADLINE: Friday, March 14, 2025***

- Return signed application and check by sponsorship deadline for inclusion on the 2025 Easter Trail Hop
- Email high resolution (.png/.jpg) company logo/artwork to [parkandrec@tows.org](mailto:parkandrec@tows.org) for placement on signage/Park & Recreation website
- West Springfield Park & Recreation Department will be in contact to confirm Sponsorship

Signature: \_\_\_\_\_

Date: \_\_\_\_\_