

# GREENFIELD BEE FEST

*Celebrating Lorenzo Langstroth*

Saturday, May 22, 2021

Downtown Greenfield, MA

***Buy a Bee - Help us keep the buzz going!***

## **Partner with the Greenfield Bee Fest Committee to grow our annual festival**

Launched by Second Congregational Church in 2010 as a celebration of Rev. Lorenzo Langstroth's 19<sup>th</sup> century invention of the modern beehive, Greenfield Bee Fest soon became an annual community-wide day of fun and learning – attracting professional beekeepers, bee enthusiasts, and families looking for kid-friendly activities. So far, it's been funded on a wing and a prayer, from donated goods and raffle baskets. It's time to get real about money!

## **Reflect our Greenfield hive's spirit and energy throughout the year**

Though the pandemic threw off our plans in 2020, Greenfield Bee Fest's organizers kept on buzzing about how to increase our impact. We had six large downtown bee sculptures, already painted by area artists, which we were ready to unveil; had a group of businesses eager to draw more attention to the honeybee as a symbol of our community's vitality, innovation, and productivity; and we had virtual production specialists and other artists ready and waiting in the wings to help us further build Greenfield's hive identity. If we couldn't get together in person, we could still have impact – maybe even more!

Greenfield Bee Fest 2021 will be the result of all that quiet honey-making as we freshen up the Bee Crosswalk on Court Square; unveil the sculptures and produce a video about the artists; introduce a virtual, downloadable "Pollinators Promenade" app and map to various Bee attractions around town; and roll-out our new website as an ongoing resource. Large public gatherings are still on hold for another couple of months so our celebration on May 22<sup>nd</sup> will be small. But our presence will last throughout the year thanks to imagination and technology.

## **Make honey happen in downtown Greenfield**

- Support this year's creative projects and contribute to the infrastructure needed to bust loose in 2022 with more activities, more food and crafts, more involvement by area artists and businesses, and wider recognition.
- *Help build Greenfield's identity as a pollinator-friendly community alive with promise!*

***Bees will soon be landing on our lampposts***

Sponsor one or more bees and see your company or organization's name take flight within sight of your customers, neighbors and friends. We're delighted to partner with **Greenfield Business Association** on the bee sponsorships!

**Designed by Nan Parati**—whose distinctive designs and signature calligraphy already grace our downtown holiday stars and the signs at Green River Festival—the Greenfield Bee Fest Bees will herald spring gardens and summer sunshine like nothing else!

**Bees are \$100 apiece, and they will start appearing at the end of April/early May.**

All bee sponsors will be recognized by name on our new Greenfield Bee Fest website. Those who purchase 3 or more bees will also have their logo included, with a linkback to their site.

Other custom sponsorships are available; to learn more about possible ways to contribute, contact Amy Timmins at [riverrun56@gmail.com](mailto:riverrun56@gmail.com) or call 413-325-5058.

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***Yes, please count us in as a sponsor of the 2021 Greenfield Bee Fest***

Company/Organization name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

We would like to purchase \_\_\_\_ Greenfield Bee Fest Bees @ \$100 each for a total of \$ \_\_\_\_\_

***Payment options (please pick one):***

**Our check is enclosed with this order form, made payable to:**

*Progress Partnership, Inc.*

**Please return to the GBA or mail to:**

Greenfield Business Association  
***Attn: Greenfield Bee Fest Sponsorship***  
289 Main Street, Suite 205  
Greenfield, MA 01301

PayPal - "Send me a PayPal invoice"

Please charge my Credit Card: \_\_\_\_\_ number

\_\_\_\_\_/\_\_\_\_/\_\_\_\_ expiration date \_\_\_\_\_ CVV code

***Thank you!***