



Hearthsides House Museum  
Great Road Heritage Campus

Presents



## **A MAGICAL FALL FESTIVAL**

Saturday, September 30, 2023

at

**Chase Farm Park**

Lincoln, RI





## BeWITCHED & BeDAZZLED A MAGICAL FALL FESTIVAL AT CHASE FARM

Saturday, September 30, 2023

When Disney constructed a movie set in 2021 of Salem Village at the picturesque Chase Farm Park in Lincoln for the filming of Hocus Pocus 2, history was made with the first major movie production along the historic Great Road. Last year, a major festival was held to celebrate that occasion. It was an overwhelming success and is returning this year, bigger and better. This is not just a Fall Festival, a Vendor Fair, nor a Halloween event. Rather it is all of these and more! It is a multi-generational, seasonal celebration that provides something of interest for everyone, with plenty of charm, nostalgia, lots of smiles, and many historical and educational activities that will engage and inform.



Featured at the event will be theatrical and dance performances, a magic show, artisan vendors, psychics, historical presentations, roaming entertainers and costumed characters, hayrides, children's activities and entertainment, storytelling, art and costume contests, face painting, and food trucks. All ages are encouraged to join in the fun by wearing costumes. Tickets for last year's inaugural event sold out with 4,000 attendees. This year, the expected attendance is 6,000. It's ideal exposure for sponsors to reach a wide audience!



### Great Road Heritage Campus



#### GREAT ROAD HERITAGE CAMPUS

The Great Road Heritage Campus, consisting of four 19th century buildings open to the public, is set among the picturesque landscape of 85 acres of the former Chase Farm. It provides a holistic community-based experience where local history is woven together with national history and connected to our present moment.

The Friends of Hearthsides is an all-volunteer nonprofit organization that was formed in 2001 to provide stewardship of the town-owned historic properties located along Great Road. The centerpiece is the Hearthsides House Museum (c.1810), with the Hannaway Blacksmith Shop (c.1870), Pullen's Corner Schoolhouse (c.1850), and the Moffet Mill (c.1812) situated at Chase Farm Park. Funds to support the preservation, interpretation, and promotion of these rare sites are raised through programs, grants, memberships, and donations.

Opened in 1683, Great Road is one of the oldest thoroughfares in the country that followed part of a Native American trail from Providence north in Massachusetts. Great Road is so unique in the number of historic properties still intact that it earned a designation on the National Register of Historic Places. The historic and rural character of this area helps to serve as a unique backdrop for historic programming provided by the Friends of Hearthsides.





# SPONSORSHIP OPPORTUNITIES

## PLATINUM | \$5,000

- Prime sponsor of the event, with top position on all event promotions and materials
- Company name and logo in largest size at top of all promotions and sponsor signboard at event
- Exclusive inclusion on Event Ticket website
- Recognition from the podium six times during the event
- Inclusion in Hearthsides website and social media with logo and link to company website
- Full-page color display ad on inside cover in event program book
- Display of company banner at entrance to event
- Opportunity to set up company exhibit pop-up tent with banner and promotional materials at event
- Twenty complimentary tickets for company employees
- VIP Parking onsite at event

## GOLD | \$2,500

- Company name and logo in all promotions and sponsor signboard at event
- Recognition from the podium three times during the event
- Inclusion in Hearthsides website and social media with logo and link to company website
- Full-page color display ad in event program book
- Opportunity to set up company exhibit pop-up tent with banner and promotional materials
- Ten complimentary tickets for company employees
- VIP Parking onsite at event

## COPPER | \$500

- Company name and logo on sponsor signboard at event
- Half-page color display ad in the event program book
- Name inclusion on Hearthsides website, social media, and e-newsletters
- Four complimentary tickets for company employees
- VIP Parking onsite at event

## SILVER | \$1,000

- Company name and logo in all promotions and sponsor signboard at event
- Recognition from the podium twice during the event, at opening and later
- Inclusion in Hearthsides website, social media and e-newsletter with company logo
- Full-page color display ad in event program book
- Opportunity to set up company exhibit pop-up tent with banner and promotional materials
- Six complimentary tickets for company employees
- VIP Parking onsite at event

## BRONZE | \$250

- Quarter-page display ad in the event program book
- Name inclusion on the Hearthsides website promotions
- Two complimentary tickets to the event
- VIP Parking onsite at event

Please return the Sponsorship Pledge Form as soon as possible, no later than July 30th indicating your support.





# SPONSORSHIP PLEDGE FORM

Yes! We would like to participate!

Business Name	Date
Address	
City/State/Zip	
Contact Person	Title
Phone	
Email	
Contacted By	
Pledge Amount	

PLATINUM	\$5,000
GOLD	\$2,500
SILVER	\$1,000
COPPER	\$500
BRONZE	\$250

We Need Your Pledge No Later Than July 30, 2023

Payment by check sent to address below.

Friends of Hearthsides, Inc.  
757 Great Road, Lincoln, RI 02865  
kathyhartleyhearthsides@gmail.com

Payment to be submitted by August 15, 2023. Thank you for your support!



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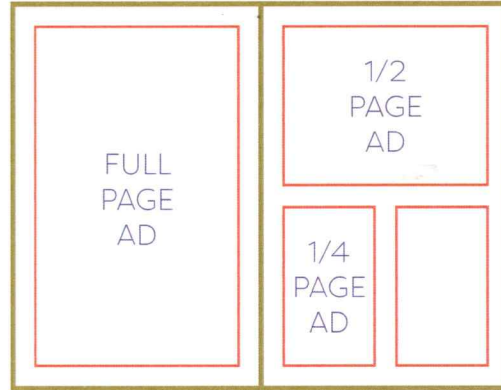


# ADVERTISING REGISTRATION FORM

## Event Booklet

A unique keepsake booklet for BeWitched and BeDazzled will be created. This full-color event booklet will feature display ads, program details and background, and the event schedule. It will be distributed to all attendees, offering advertisers a great opportunity for exposure.

- FULL PAGE AD**      \$200  
4.5" wide x 7.5" high
- HALF PAGE AD**      \$125  
4.5" wide x 3.5" high
- QUARTER PAGE AD**      \$75  
2" wide x 3.5" high



Sponsors at \$250 and above receive a display ad as outlined in the list of benefits on the sponsorship opportunities page.

**Camera ready color ads must be sent by email in PDF format to [kathyhartleyhearthside@gmail.com](mailto:kathyhartleyhearthside@gmail.com).**

Payment by check sent to address below.

Business Name	Date
Address	
City/State/Zip	
Contact Person	Title
Phone	
Email	
Contacted By	
Ad Size	Amount Paid

**Please send ad and completed form no later than August 15 with check payable to:**

Friends of Hearthsides, Inc.  
757 Great Road, Lincoln, RI 02865  
[kathyhartleyhearthside@gmail.com](mailto:kathyhartleyhearthside@gmail.com)



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# A SNAPSHOT OF LAST YEAR'S BUZZ ABOUT BEWITCHED

## Celebrate All Things Fall and 'Hocus Pocus' at Chase Farm's BeWitched and BeDazzled Festival

'Hocus Pocus 2' put a spell on Chase Farm in Lincoln last fall and now the farm is ready to share the magic with the rest of the state on Saturday, October 1.

### Breeze

Overwhelming interest in Lincoln's BeWitched & BeDazzled Fall Festival

Pinto: Bewitched event is a great addition for Lincoln

could like to share all those involved in the Bewitched and Dazzled event at Chase Farm in Lincoln last Saturday. Despite the dreary weather, I saw adults and children thoroughly enjoying themselves - many in festive costumes. What a wonderful way to spend a tremendous town we had to Kathy Hazley and the rest of the army of volunteers, the

Department of Public Works and the town administrators who made this a memorable experience. I hope that this can become a yearly tradition. As a resident of Lincoln since 1953, it is wonderful to see our residents and non-residents enjoying what our beautiful town has to offer.

JOAN C. PINTO  
Lincoln

### COMMUNITY

Fan of the movie Hocus Pocus? This family festival is taking place where the sequel was filmed



### Comments from those who were there

"Congratulations and thank you for the hard work that you do and the other volunteers put into making the event really, really special. There were so many things to do, and it was so much fun. You can definitely count on our support next year." -Sponsor

"Saturday was the best day. I am planning to sponsor again next year." -Sponsor

"You have tapped into something very exciting! It was wonderfully executed, and your volunteers are amazing. Would love to be a part of it again." -Vendor

"The audience was amazing. Thank you for having us be a part of this." -Entertainer

"We had a glorious time. Seeing the smiles and wonder on the adults and kids faces brought me so much joy. We can't wait to see what next year will bring!" -Attendee

Wide ranging coverage included Rhode Island Monthly, Boston Globe, The Valley Breeze, RI Tourism, Fall River Herald, online sites featuring Halloween events, family events, & Hocus Pocus events, plus over 20,000 likes on Hearthside's Facebook page.

