



Every time we do something to help our community
grow more kind, resilient and welcoming,
we **SPARK Kindness**.

February 9, 2023

Dear Members of the Natick Select Board,

I am reaching out to request banner space for the Natick-based nonprofit organization I represent, SPARK Kindness and our annual Kindness Week Celebration. We would like to have space for 2 weeks, as we have for the past 2 years. This year we are requesting banner placement for Kindness Week from Nov. 8 - Nov. 19, 2023.

We appreciate the Select Board's consideration of our request. (Though every day is the right day to center kindness, our event will run from Nov. 4 - 11 this year, and World Kindness Day is Sunday Nov. 13.)

Additional details about our request are below:

Organization Name:
SPARK Kindness, Inc.

Making Request:
Michele Marotta, Assoc. Executive Director
SPARK Kindness
PO Box 823
Natick, MA 01760
413-320-9099 - cell

Name of Event:
Kindness Week - Nov. 4-11, 2023. Kindness Week is an annual event of our organization, offered on both virtual and in person platforms. Kindness Week is a time to shine a spotlight on the good that happens every day in our communities, and to inspire people to SPARK Kindness through simple but powerful actions. In partnership with organizations, businesses, artists, schools and community members, we offer initiatives throughout the week that will inspire connecting around kindness and have a lasting impact all year long. [HERE](#) is an example of past Kindness Week programming.

This will be SPARK's third banner request. We will reuse our 2022 banner, with some slight modifications. We will be able to provide a certificate of liability insurance and the indemnification agreement, if approved, as well as permission from Debsan and Fair & Yeager Insurance.

Please advise on next steps, and if further information is needed from SPARK. If you can share the 2023 paperwork, I will take care of that right away, too.

With gratitude and care,
Michele
413-320-9099