2023 Business Marketing & Sponsorship Opportunities

Support SKOWHEGAN!
Main Street Skowhegan

Main Street Skowhegan is a 501(c)(3) nonprofit focused on the ongoing revitalization of historic Skowhegan, Maine. Founded in 2005 by a group of citizens, Main Street relies on hardworking staff, energetic AmeriCorps members, a dedicated Board of Directors, and more than a hundred awesome volunteers to execute major community initiatives and events.

Our mission is to celebrate Skowhegan’s rich heritage while achieving our brightest future as a thriving economic, cultural, and recreational community where residents enjoy a high quality of life.

Current Projects & Initiatives *(that your sponsorship helps support!)*

- Skowhegan Outdoors program — free outdoor recreation activities & gear at 65 Water Street
- Skowhegan Center for Entrepreneurship — coworking & meeting space, entrepreneurial trainings, programming, & events at 181 Water Street
- Technical Assistance Grants for local businesses
- Business Lab & Pitch Competitions for entrepreneurs
- Skowhegan River Park fundraising and project management (more than $6 million raised!)
- Riverfront development fundraising and project management ($2 million raised!)
- Trail Master Plan for Skowhegan
- Village Design and Village Partnership Initiative in collaboration with the Town — making the greater downtown area more welcoming for pedestrians and bikes
- Skowhegan marketing — visitors’ guide, @VisitSkowhegan social media, VisitSkowhegan.com
- Events & festivals — bringing people to Skowhegan to spend money at our local businesses
- Kennebec on Fire sculpture lightings
- Langlais Art Trail — promoting our 20+ Langlais Sculptures as part of the Maine trail
- Village beautification — via street pole banners, birdhouses, riverfront greenspace, holiday lights, and the beautiful Triangle Garden

Learn more at MainStreetSkowhegan.org.
Sponsorships by **EVENT**

Somerset SnowFest................................................................. pgs. 2-7
River Fest.................................................................................. pgs. 8-9
Dinner in the Park................................................................. pgs. 10-11
Skowhegan Craft Brew Festival.......................................... pgs. 12-14
Skowhegan #ShopSmall Week.............................................. pg. 15
SKOW-Whoville & SKOW-WhoCrawl..................................... pgs. 16-19
Skowhegan Outdoors........................................................... pgs. 20-25
Skowhegan Center for Entrepreneurship.............................. pgs. 26-29
Skowhegan Visitors’ Guide Ads............................................ pgs. 30-31
Supporter Recognition......................................................... pg. 32

All content copyright Main Street Skowhegan
Somerset SnowFest features 10 days of winter fun in Skowhegan, Canaan, and Madison. Activities include an ice fishing derby, downhill kayak race, box sled race, Skijor Skowhegan, horse-drawn sleigh rides, x-country ski clinics, the Ice Hole World Championship, and more! Event coordinated by Main Street Skowhegan and Lake George Regional Park, in collaboration with other regional partners.

Learn more at SomersetSnowFest.org.

Event Impact

- Attracts visitors for an extended stay in Skowhegan area
- 3,000 people in town during skijoring event
- Boosted sales at local businesses during slower season
- Local families exposed to your marketing messages
- $12,000+ in event marketing spend in 2023!
- Past festival visitors have hailed from all over the country!

Target Demographic

Outdoor recreation enthusiasts throughout Maine and New England, local families
Sponsorship Opportunities

**Somerset SnowFest Major Sponsor—$3,000 [SOLD]**
- Opportunity to speak at weekend activities of your choice (Skijor Skowhegan, Box Sled Race, Fishing Derby, etc.)
- Thanked and recognized at the Fishing Derby, Box Sled Race, and Skijor Skowhegan
- Two exclusive mentions on Somerset SnowFest Facebook page [to be shared on Main Street Skowhegan and Lake George Regional Park Facebook pages]
- Logo included on 2 4’x6’ event banners on Lake George roadside signs
- Logo included on 4’x20’ street banner over Skowhegan rotary
- Logo included on banners with weekend schedule at every major SnowFest activity
- Tagged in at least one live stream on Somerset SnowFest Facebook page
- Included in Beeline TV ads promoting SnowFest
- Named as lead sponsor in SnowFest press release
- Logo (linked) in footer of event website and on sponsor page
- Logo (linked) in footer of all event emails
- Free registration & sponsorship for four skijor teams

**Skijor Skowhegan—$2,000 [SOLD]**
- Include "presented by Baxter Outdoors" on the Skijor Skowhegan logo and associated Skijor Skowhegan marketing/advertising materials
- Included in press release as a lead sponsor
- Option to use Baxter branded race bibs (provided by Baxter) (NEW)
- Promote Baxter promo at local restaurant/pub (NEW)
- Name/logo included on 12x3 event welcome banner at Fairgrounds
- Name/logo included on a 6x2 beer garden banner
- Included in all Skijor Skowhegan social media (exclusive posts, paid posts, skijor/baxter logo on event page cover, etc.)
- Featured beer at the event and other associated parties
- Logo included on course map posted to our website, social media pages, and given to competitors
- Name/logo on the SnowFest website and the skijor webpage
- Free registration & sponsorship for one skijor team
- Thanked and recognized at associated parties and race opening
- Opportunity to speak at any associated parties and at the race
- Logo (linked) on SnowFest event emails (min. two)
- Logo (linked) in Skijor Skowhegan dedicated promo email (NEW)
- Skijor/Baxter logo on event swag

**Skijor Skowhegan Awards Underwriter—$2,000 [SOLD]**
- Opportunity to present awards at novice intermission award break and final pro award ceremony
- Opportunity to provide branded award bags
- Included in press release as awards underwriter
- Logo and recognition as awards underwriter on two, vertical, 6’x 3’ banners to be placed on track during awards ceremony and used in photographs of award winners
- Mention/tag in exclusive Facebook and Instagram posts
- Tagged in award ceremony photos and video
- Named as award underwriter in Facebook event description and on website
- Named as award underwriter in event emails (min. two)
- Option to give additional prizes to competitors and/or attendees
- Logo (linked) on SnowFest sponsor webpage
- Named (linked) as underwriter in online schedule
- Logo (linked) in Skijor Skowhegan dedicated promo email
- Exclusive branded results page on the skijor website
Horse-Drawn Sleigh Rides—$1,500 [SOLD]
- Logo on 4’x8’ banner hung all weekend at Coburn Park promoting sleigh rides on Sunday
- Named as sponsor and co-host in the sleigh rides Facebook event page
- Tagged in 2 Facebook posts promoting sleigh rides
- Tagged in related 2022 event photos posted on Main Street Skowhegan and Somerset SnowFest Facebook page
- Logo (linked) on SnowFest event emails (min. two)
- Logo (linked) on event webpage
- Logo (linked) on SnowFest sponsor webpage
- Named (linked) as a sponsor on the online schedule

SnowFest Triathlon Sponsor—$1,500 [SOLD]
- Logo on 2’x6’ triathlon start and finish banners
- Opportunity to speak at triathlon opening and award ceremony
- Two exclusive mention/tags on Somerset SnowFest Facebook page
- Named as sponsor and co-host in Facebook event page
- Named as sponsor on competitor registration page
- Logo (linked) on event page and on SnowFest sponsor webpage
- Logo (linked) in dedicated Lake George events email (NEW)
- Named as triathlon sponsor on schedule page on SomersetSnowFest.org

Fun at Lake George Regional Park—$1,500 [SOLD]
- 3’x6’ banner hung in high-visibility area at Kids Box Sled Derby, Ice Hole World Championship, Downhill Kayak Race, Ice Fishing Derby, Triathlon, and Kite Festival
- Opportunity to speak at any MC’d Lake George event (box sled race, kayak race, triathlon, ice hole) during SnowFest
- Thanked and recognized at MC’d events at Lake George (box sled race, kayak race, triathlon, ice hole)
- Two exclusive mentions/tags on Somerset SnowFest Facebook page
- Named as Fun at Lake George sponsor in all Lake George Facebook event descriptions
- Logo (linked) in dedicated Lake George events email (NEW)
- Logo (linked) on SnowFest sponsor webpage

Skijor Gold Partner—$1,250 [ALL 4 SOLD]
- Thanked and recognized by the MC during the event as a sponsor
- 3’x6’ banner on track fence in prime location
- Included in press release as a partner
- Tagged in two exclusive posts shared across our social media pages (Main Street Skowhegan, Somerset SnowFest, and Visit Skowhegan)
- Named as a partner in paid social advertising
- Logo included on course map posted to our website, social media pages, and given to competitors
- Named as a partner on the Facebook event page (average ~2,500 user responses)
- Logo (linked) on SnowFest event emails (min. two)
- Logo (linked) in two Skijor Skowhegan dedicated promo emails
- Logo (linked) on event webpage and SnowFest sponsor webpage
**Kids’ Box Sled Derby—$1,500 [SOLD]**
- 2’x4’ banner hung in a high-visibility area on or next to the racetrack
- Logo included on school flyer (1,500 copies) going to elementary and middle schools
- Opportunity to speak at event
- Named as a sponsor in Facebook event page
- Logo linked on SnowFest’s sponsor webpage
- Logo (linked) in dedicated Lake George events email
- Two exclusive mention/tags on Somerset SnowFest Facebook page
- Named (linked) as the sponsor of the race on the schedule page of SomersetSnowFest.org and race registration page.
- Opportunity to provide marketing materials or swag to competitors

**Lake George Fishing Derby—$1,000 [SOLD]**
- Logo on 3’x6’ banner hung from registration tent/table
- Opportunity to present derby awards
- Thanked and recognized at the derby
- One exclusive mention/tag on Somerset SnowFest Facebook page
- Named as sponsor and co-host on fishing derby Facebook event page
- Logo (linked) on SnowFest event emails (min. two)
- Logo (linked) on event page and on SnowFest sponsor page
- Logo (linked) in dedicated Lake George events email (NEW)
- Free registration for one team

**Skowhegan Outdoors SnowFest Supporter—$1,000 [SOLD]**
- 2’x4’ Banner at every activity facilitated by the Skowhegan Outdoors group (minimum of 5 activities)
- Tagged in social media pages, posts, and unpaid promotions
- Mentioned as sponsor at every Skowhegan Outdoors program
- Opportunity to provide promotional materials at each program
- Named as a sponsor on event specific digital promotions
- Logo (linked) in Skowhegan Outdoors dedicated promo email (NEW)
- Logo (linked) as a sponsor on Somerset SnowFest website

**Ice Hole World Championship Sponsor —$1,000 [SOLD]**
- Logo on 2’x4’ banner at Ice Hole beer garden
- Opportunity to speak at Ice Hole’ opening and award ceremony
- Thanked and recognized at championship opening and closing by MC
- One exclusive mention/tag on Somerset SnowFest Facebook page
- Named (linked) as sponsor of Ice Hole on the schedule page of SomersetSnowFest.org
- Named as sponsor in Facebook event page
- Logo (linked) in dedicated Lake George events email (NEW)
- Logo (linked) on SnowFest sponsor webpage

**Downhill Kayak Race Sponsor —$1,000 (NEW!) [Exclusive]**
- 2’x4’ banner hung in a high-visibility area on or next to the racetrack
- Tagged as sponsor on boosted Facebook posts to drive race registration
- Opportunity to speak at event
- Thanked and recognized at race opening and closing by MC
- Opportunity to set up a booth and/or provide materials or swag to competitors
- One exclusive mention/tag on Somerset SnowFest Facebook page
- Named (linked) as sponsor of kayak race on the schedule page of SomersetSnowFest.org
- Named as a sponsor in Facebook event page
- Logo linked on SnowFest’s sponsor webpage
- Logo (linked) in dedicated Lake George events email
- Named (linked) as the sponsor of the race on the schedule page of SomersetSnowFest.org and race registration page
**Skijor Silver Partner—$750 (NEW!) [Unlimited]**
- 2’x4’ track banner on track fence in prime location
- Tagged in one exclusive post on Somerset SnowFest and Skijor Skowhegan event page
- Included in one boosted group Silver partner post on Facebook
- Name linked on Somerset SnowFest sponsor webpage and Skijor Skowhegan webpage
- Name linked in two Skijor Skowhegan dedicated promo emails

**Photo Booth/Selfie Station—$750 (NEW!) [2 available]**
- Logo on SnowFest-themed photo booth or selfie station
- Tagged in post-event photos
- Tagged in posts promoting the stations

**Skijor Jump Sponsor—$600 [ALL 3 SOLD]**
- Logo on 2’x4’ banner hung on the face of course jump (high visibility area for photos)
- Tagged on Facebook in organization event photos featuring your banner
- Name (linked) listed as a jump sponsor on SkijorSkowhegan.org

**Lake George Kite Festival Sponsor—$500 (NEW!) [Exclusive]**
- 2’x4’ banner at the Kite Festival on February 26
- Named as a sponsor in Facebook event page
- One exclusive Facebook post promoting your sponsorship
- Tagged in all photos of the Kite Festival after the event
- Named at sponsor on SnowFest schedules
- Logo (linked) on SnowFest sponsor webpage
- Logo (linked) in dedicated Lake George events email

**Lake George Warming Hut Sponsor—$500 (NEW!) [Exclusive]**
- Official sponsor of the Warming Hut at Lake George on both event weekends
- 2’x4’ banner hung at the warming hut
- Opportunity to display marketing materials inside warming hut
- One exclusive post on Facebook promoting your sponsorship
- Logo (linked) on SnowFest sponsor webpage

**SnowFest Lodging Sponsor—$500 [Exclusive]**
- Logo at the top of the Stay & Play webpage on SomersetSnowFest.org (linked in main menu)
- Two exclusive mentions/tags on Somerset SnowFest Facebook page as lodging sponsor and suggested place to stay during SnowFest
- Logo (linked) and named as preferred lodging option in email sent to Skijor Skowhegan registrants and Main Street Skowhegan’s general newsletter list

**Skijor Team Sponsor—$250 (NEW!)**
- Business name on back of person riding horse (great photo op!)
- Business logo included with team name on results board (located in grandstand)
- Mentioned as sponsor by announcer during event

**Skijor Track Sponsor—$200**
- Logo on 2’x4’ banner hung on track fencing

**Downhill Kayak Race and Kids Box Sled Race Hill Banners—$100 each or both for $150**
- Logo on 2’x4’ banner hung at race of choice
River Fest

Skowhegan’s annual multi-day celebration of recreation and life on the river, Skowhegan River Fest showcases the potential of the Kennebec River Gorge as the future home of the Skowhegan River Park. River Fest is coordinated by a number of community organizations, and all proceeds support the Skowhegan River Park.

Learn more at SkowheganRiverFest.com.

Event Impact

- Attracts visitors for an extended stay in Skowhegan area
- Thousands of people attend Moonlight Madness
- Past festival visitors have hailed from all over the country!
- Opportunity to make 2023 the best River Fest yet — in celebration of Skowhegan’s bicentennial!
- Significant marketing spend for event provides ample opportunity to get your message in front of your target audience

Target Demographic

- Outdoor recreation enthusiasts and paddlers throughout Maine and New England
- Local families

Photo credit: MXH Marketing
Sponsorship Opportunities

**Whitewater Sponsor - $5,500**
- Name incorporated into River Fest logo
- Top billing in all print advertising
- Top billing in radio and TV advertising
- Named as lead sponsor in all correspondence
- Company logo and link on website
- Lead sponsor of Skowhegan Regional Chamber of Commerce River Fest Golf Tournament
  - Golf tournament sponsorship (with team strings, mulligans, gold ball 50/50)
  - Free golf team for tournament (foursome)
  - Golf hole sponsorship
- Lead fireworks sponsor (announced at Dinner in the Park)
- Thanked during Bed Races
- Booth space at any event
- Top billing on sponsor board
- Two exclusive, boosted Facebook posts
- Four splash passes (each pass contains multiple tickets to events)

**Rapids Sponsor - $2,750**
- Logo in all print (advertising, posters, etc.)
- Mention in all radio advertising
- Logo used in TV advertising
- Company logo and link on website
- Free golf team for tournament (foursome)
- Golf hole sponsorship
- Secondary fireworks sponsor (announced at Dinner in the Park)
- Thanked during Bed Races
- Booth space at Moonlight Madness
- Logo on sponsor board
- Three Facebook post mentions, one boosted
- Two splash passes (each pass contains multiple tickets to events)
- Two tickets to Dinner in the Park

**Waves Sponsor - $1,100**
- Named in all print (advertising, posters, etc.)
- Company logo and link on website
- Free golf team for tournament (foursome)
- Golf hole sponsorship
- Booth space at Moonlight Madness
- Thanked during Bed Races
- Listed on sponsor board
- Three Facebook post mentions, one boosted
- One splash pass (each pass contains multiple tickets to events)

**Paddle Sponsor - $400**
- Named in all print (advertising, posters, etc.)
- Company name and link on website
- Golf hole sponsorship
- Thanked during Bed Races
- Listed on sponsor board
- Three Facebook post mentions, one boosted
- One splash pass (each pass contains multiple tickets to events)
**Dinner in the Park** is a fundraising event that features appetizers, a locally sourced meal, dessert, a cash bar, and dancing in Coburn Park under the River Fest fireworks.

**Target Demographic**

Community-minded individuals; couples 40+

**Event Impact**

- Attracts philanthropic people from all over Maine
- 250 attendees exposed to sponsor marketing for several hours
- Unique opportunities to get your brand in front of community-minded people who shop locally on a regular basis
- Showcases Skowhegan’s success stories
**Sponsorship Opportunities**

**Major Event Sponsor—$1,750**
- Company banner hung at dinner entrance
- Logo on cover page of event program
- Exclusive boosted Facebook post
- Logo (linked) on event page
- Logo included on admission ticket
- Opportunity to speak during the event
- Logo on dinner menu
- 4 tickets to event

**Dinner Sponsor—$1,000**
- Thanked during opening remarks at the event
- Mentioned in boosted event Facebook post
- Logo (linked) on event webpage
- Logo included on admission ticket
- Company banner hung in a high-visibility area
- 2 tickets to event

**Dessert Sponsor—$750**
- Logo on dessert napkins
- Logo on program
- Logo (linked) on event page
- Company banner at dessert station
- Mentioned in a dedicated Facebook post
- 2 tickets to event

**Cocktail Sponsor—$750**
- Logo on cocktail napkin
- Logo on program
- Logo (linked) on event page
- Company banner at bar
- Mentioned in a dedicated Facebook post
- 2 tickets to event

**Auction Sponsor—$750**
- Mentioned in Facebook posts promoting live auction items
- Thanked at beginning of live auction
- Logo on auction paddles
- Logo on silent auction bid sheets
- Logo on event webpage
- 2 tickets to event

**Beverage Sponsor—$1,000**
- Mentioned in boosted Facebook post promoting the event
- Logo (linked) on event webpage
- Logo included on beverage menu

**Entertainment Sponsor—$750**
- Logo on entertainment page of program
- Company banner hung by stage
- Mentioned in a dedicated Facebook post about entertainment
- Logo on event webpage
- 2 tickets to event

**Photography Sponsor—$500**
- Logo watermarked on photos
- Thanked during the event
- Thanked on webpage hosting the digital photos
- 2 tickets to event

**Shooting Star Sponsor - $500**
- Mentioned in a Facebook Post
- Logo on Banner
- Logo on winning ‘Stars’
- Thanked during the event winners announcement

**Wine Roulette Sponsor- $300**
- Mentioned in program book
- Logo on Sign

**Table Sponsors - $150**
- Logo on a table tent placed on a minimum of four tables during event
The Skowhegan Craft Brew Festival attracts 1,300 attendees and connects visitors and residents to Maine craft brews while promoting Skowhegan as a locally-sourced food and craft beer destination. Learn more at SkowheganCraftBrewFest.com.

Our River is flowing and so is our Brew!

Event Impact

• 1,300 attendees exposed to sponsor marketing for several hours
• Unique opportunities to get your brand in front of people who seek local food and brew experiences
• Showcases Skowhegan’s businesses via location in the heart of town
• Visitors travel to Skowhegan for an overnight stay and spend money at our locally owned businesses
• Draws attendees from all over the country and Canada
• Promotes Skowhegan as a craft brew and food destination

Target Demographic

Craft brew connoisseurs from across the country
**Sponsorship Opportunities**

**VIP Hour Sponsor - $2,500 [SOLD]**
- Sponsorship of VIP Hour
- Large sign on perimeter fence near entrance
- Opportunity to speak during event
- Booth/table space at event
- Four VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

**Music Sponsor - $1,500 [SOLD]**
- Large sign on perimeter fence behind band
- Two VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (Boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

**Wristbands Sponsor - $1,500 [SOLD]**
- Logo on wristbands given to all attendees (expecting 1,200+)
- Two VIP passes
- Two General Admission passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

**Sunglasses Sponsor - $1,500 [SOLD]**
- Logo on sunglasses (amount TBD based on price)
- Two VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

**Best in Brew Sponsor - $1,500 [SOLD]**
- Logo on Best in Brew voting forms given to 1,200+ attendees
- Two VIP passes
- Two General Admission passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

**Picnic Table Sponsor - $1,500 [SOLD]**
- Logo decal on 10 picnic tables
- Two VIP passes
- Two General Admission passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases
Event Ticket Sponsor - $1,500 [SOLD]
• Logo on all tickets sold to 1,200+ attendees
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Wayfinding Sponsor - $1,200 [SOLD]
• Logo 4 wayfinding banners located in festival
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Brewer Gift Bags Sponsor - $1,200 [SOLD]
• Logo on swag bags (co-branded with brew fest logo) given to all brewers and unlimited promo materials inside (category exclusivity)
• Two VIP passes
• Two General Admission passes
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Ticket Package - $1,000 [Unlimited]
• Eight General Admission passes or six VIP passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails

Media Package - $600 [Unlimited]
• Two General Admission passes
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Name linked on website
• Name linked on brew fest emails

Misting Station Sponsor - $1,200 [SOLD]
• Signage at misting station
• Two VIP passes
• Two General Admission passes
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Tent Package - $300
• Sponsor of and signage on one brewer tent
• Two General Admission passes

Games Sponsor - $1,200 [SOLD]
• Logo on cornhole boards (2) and Jenga blocks
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Perimeter Fence Sign Package - $200
• Sign on perimeter fence (around festival)
• One General Admission pass

VIP Gift Bag Item - $100
• Product(s) and marketing materials in swag bags given to 350 VIP attendees

Brewer Gift Bag Item - $50
• Product(s) and marketing materials in swag bags given to all brewers (~30)

Brewer Gift Bag Marketing Materials - $25
• Promotional flyers, postcards, or other marketing materials in swag bags given to all brewers (~30)
#ShopSmall Week & Small Business Saturday promote shopping at locally owned businesses in Skowhegan by offering various incentives to participants. Learn more at MainStreetSkowhegan.org.

**Event Impact**
- Participating businesses regularly enjoy their best sales day of the year (sometimes best day EVER!) on Small Business Saturday
- Brings shoppers to Skowhegan who stay for several hours and spend money at multiple businesses
- Opportunity to attract new shoppers with minimal marketing spend
- Multiple advertising channels to extend marketing messages

**Target Demographic**
Local shoppers who may have never been to your business — and will likely come back!

**Sponsorship Opportunities**

**#ShopSmall Week Sponsor—$750 [Four SOLD; ONE available]**
- Logo on 600 printed passports for distribution to shoppers before and during #ShopSmall Week
- Video footage at business captured by Main Street Skowhegan for promotional use on social media during #ShopSmall Week (and for other Skowhegan marketing purposes in the future)
- Named as sponsor in :30 ads before and during #ShopSmall Week
- Named as sponsor in Facebook event
- One boosted Facebook post
- Logo (linked) on event webpage on mainstreetskowhegan.org
- Logo on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)
- Named as sponsor in press release to media

**#ShopSmall Week Media Sponsor—$400 [Unlimited]**
- Video footage at business captured by Main Street Skowhegan for promotional use on social media during #ShopSmall Week (and for other Skowhegan marketing purposes in the future)
- Named as sponsor in :30 ads before and during #ShopSmall Week

**#ShopSmall Week Video—$150 [Unlimited]**
- Video footage at business captured by Main Street Skowhegan for promotional use on social media during #ShopSmall Week (and for other Skowhegan marketing purposes in the future)
Downtown Skowhegan transforms into Skow-Whoville annually on the first weekend in December! Activities kick-off with Maine’s longest holiday parade on Friday night, continue Saturday with grinchy-themed activities in downtown, and wrap up with the popular WhoCrawl! Learn more at Skow-Whoville.org.

**Target Demographic**
Families from the region with young children

**Event Impact**
- Attracts thousands of people to Skowhegan who are exposed to local businesses for several hours
- Businesses showcase their shops by hosting activities, bringing new shoppers to their stores
- Opportunity to reach thousands of people with minimal marketing spend
- Multiple advertising channels to extend marketing messages

*The most SKOW-TASTIC time of the year!*
**Sponsorship Opportunities**

**SKOW-Whoville Lead Sponsor, $2,000 [SOLD]**
- :18 spot in :60 TV ad (shared w/ 2 others)
- Thanked as a sponsor in :15 ad aired from 11/5-12/5 at the Strand Cinema
- Top billing in all print and radio, including:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag (named first)
- Two logos on 4’x24’ SKOW-Whoville banner over Water St.
- Logo on 3’x6’ banner hung downtown during Saturday events
- Logo (exclusive) on SKOW-Whoville poste
- Tagged in two exclusive Facebook posts
- Logo (linked) on webpage footer (top billing)
- Logo (linked) in at least two promo emails (top billing)

**Mistletoe Sponsor, $1,000 [Unlimited]**
- :18 spot in :60 TV ad (shared w/ 2 others)
- Thanked as a sponsor in :15 ad aired from 11/5-12/5 at the Strand Cinema
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Directional business “sign” in downtown during Saturday events
- Tagged in two Facebook posts
- Logo (linked) on webpage footer
- Logo (linked) in at least two promo emails

**Bridge Decoration Sponsor, $1,000 [SOLD]**
- Thanked as a sponsor in :15 ad aired from 11/5-12/5 at the Strand Cinema
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Logo on 3’x6’ banner on walking bridge
- Tagged in two exclusive Facebook posts promoting decorations
- Logo (linked) on webpage footer
- Logo (linked) in at least two promo emails

**Parade Sponsor, $1,000 [SOLD]**
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
  - 3’x8’ banner with logo to be walked in parade
  - Preferred float location in parade
  - Logo on parade voting signs in downtown
  - Named as lead parade sponsor in parade Facebook event
  - Tagged in parade Facebook posts
  - Named as sponsor in schedule on website
  - Logo (linked) on webpage footer
  - Logo (linked) in at least two promo emails

**Carriage Rides Sponsor, $1,000 [SOLD]**
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3’x6’ banner with logo on carriage
- Named as sponsor in activity FB event
- Tagged in Facebook posts promoting activity
- Named as sponsor in schedule on website
- Logo (linked) on webpage footer
- Logo (linked) in at least two promo emails

**Fire Hula Hooper Sponsor, $1,000 [SOLD]**
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3’x6’ banner with logo at hula station
- Named as sponsor in activity FB event
- Tagged in Facebook posts promoting activity
- Named as sponsor in schedule on website
- Logo (linked) on webpage footer
- Logo (linked) in at least two promo emails

**Petting Zoo Sponsor, $1,000 [SOLD]**
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3’x6’ banner with logo at petting zoo
- Named as sponsor in activity FB event
- Tagged in Facebook posts promoting activity
- Named as sponsor in schedule on website
- Logo (linked) on webpage footer
- Logo (linked) in at least two promo emails
**Holly Berry Sponsor, $750 [Unlimited]**
- :13 spot in :60 shared TV ad (shared with three others)
- Included in print & radio ads:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

**SKOW-Whoville Skowhegan Outdoors Activities Sponsor, $750**
- Included in print:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - Opportunity to give out business promo items to families during programs
  - Logo on 3'x6' banner hung during programs
  - Named sponsor in SKOW-Whoville / Skowhegan Outdoors Activities Facebook event
- Tagged in activity Facebook posts
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

**Grinch's Stolen Items Sponsor, $750 [SOLD]**
- Included in print:
  - 6,000 Morning Sentinel inserts to region
  - 2,250 handouts sent to MSAD 54 families
  - 3'x6' banner with logo near items
  - Named as sponsor in schedule on website
  - Exclusive mention in Facebook post promoting the Grinch's Stolen Items
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

**Parade Prize Underwriter, $750 [NEW!]]
- Logo on 2'x6" banner to be walked in parade; promoting best float voting & cash prize
- Logo on parade voting signs in downtown
- Named as cash prize sponsor in parade Facebook event
- Named as cash prize sponsor on voting form
- Tagged in Facebook post naming best float
- Name (linked) on schedule on website
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

**Trail Map Sponsor, $600 [SOLD]**
- Logo on map of Whoville activities
- Exclusive mention in map Facebook post
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

**Whoville Food* Sponsor, $500 [3 available]**
- 2'x4' banner with logo at food station
- Named as sponsor in schedule on website
- Exclusive mention in Facebook post promoting free (food)
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

*Select one food station (first come, first serve):
1. Hot cocoa
2. Cotton candy
3. Popcorn

**Whoville Activity* Sponsor, $350**
- 2'x4' banner with logo at activity station
- Named as sponsor in schedule on website
- Exclusive mention in Facebook post promoting free (activity)
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

*Select one activity station (first come, first serve):
1. Ornament making
2. Reindeer food making
3. Bird feeder making
4. Grinch games
5. Story walk

**VIW “Very Important Who” Bag Sponsor, 2 slots @ $250 [SOLD]**
- Logo featured on VIW Bags
- Opportunity to include promo products
- Tagged in one VIW Bag Facebook post.

**Coloring Pages Sponsor, $100**
- Logo featured on Whoville coloring page given out in VIW bags & as an activity

**Photo Booth Sponsor, $600 [5 available]**
- 4'x8' Photo Booth with logo in downtown
- Exclusive Facebook post promoting booth
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails
The **Skow-WhoCrawl** is the newest event on the Main Street calendar! With several stops, prizes, and surprise appearances, the WhoCrawl is filled with holiday revelry as ticketholders make their way to Skowhegan’s finest food and beverage establishments on Saturday night of SKOW-Whoville.

**Target Demographic**
- Millennials and GenZers
- Singles
- Couples out for a night on the town

**Event Impact**
- Money is directly infused back into businesses; Main Street pays for drink tickets and attendees pay for any additional drinks
- Attendees are exposed to local businesses for several hours
- Opportunities to showcase local businesses by including them as stops on the crawl

**SKOW-WhoCrawl Lead Sponsor, $1,000 [SOLD]**
- Top billing in all print and social media posts
- Logo on 3’x6’ banner at SKOW-WhoCrawl
- Logo on SKOW-WhoCrawl promo poster hung around Skowhegan
- Opportunity to include merch in Crawl goody bags
- Named as lead sponsor in SKOW-WhoCrawl Facebook event
- Tagged in two exclusive Facebook posts promoting SKOW-WhoCrawl
- Logo (linked) on SKOW-WhoCrawl web page (top billing)
- Logo (linked) in at least two WhoCrawl promotional emails (top billing)

**SKOW-WhoCrawl Ugly Sweater Contest Sponsor, $500 [SOLD]**
- Recognized as $100 cash prize sponsor in all print and social media promo
- Thanked in front of a full bar during the Ugly Sweater Contest
- Logo on SKOW-WhoCrawl promo poster hung around Skowhegan
- Tagged in one exclusive Facebook post promoting Ugly Sweater Contest
- Logo (linked) on SKOW-WhoCrawl web page
- Logo (linked) in at least two WhoCrawl promotional emails
- Listed as sponsor in Facebook event

**SKOW-WhoCrawl Photobooth Sponsor, $500 [SOLD]**
- 4’x8’ Photo Booth with logo in Downtown Skowhegan
- Logo on SKOW-WhoCrawl promo poster hung around Skowhegan
- Tagged in one exclusive Facebook post promoting WhoCrawl photo booth
- Logo (linked) on SKOW-WhoCrawl web page
- Logo (linked) in at least two WhoCrawl promotional emails
- Listed as sponsor in Facebook event

**SKOW-WhoCrawl Drink Ticket Sponsor, $250 [SOLD]**
- Logo on WhoCrawl drink tickets (two per attendee)
- Named as sponsor on WhoCrawl web page
- Listed as sponsor in Facebook event

**Drink Menu Sponsor, $250 [SOLD]**
- Logo on WhoCrawl drink menus (given to all attendees)
- Named as sponsor on WhoCrawl web page
- Listed as sponsor in Facebook event
Skowhegan Outdoors is an initiative of Main Street Skowhegan that ensures equitable access to the outdoors for area residents via guided, year-round outdoor recreation programs and gear — all free for Somerset County residents!

In the spring of 2023, we’ll open the Skowhegan Outdoors Basecamp at 65 Water Street behind Joe’s Flat Iron Cafe. This new space will enable walk-in gear borrowing— from our more-than-180-item community gear library, which features cross-country skis, snowshoes, bikes, canoes, SUPs, winter clothing, camping gear, and more. We’ll host bike repair and maintenance trainings, X-country ski tune-up clinics, knot-tying and fly-tying workshops, and outdoor-themed film screenings. Through increased exposure in the heart of downtown Skowhegan and a welcoming and inclusive atmosphere, our new location will not only bolster our ability to directly serve regional residents via free programming and gear, but it will also provide an important third space for the community and become the hub of outdoor recreation in Somerset County.

Community Impact
In 2022, Skowhegan Outdoors hosted 169 free outdoor programs and served 1,801 area residents, including some of our region’s most disadvantaged families and children.

Free programs regularly include outdoor skills trainings and clinics, paddling and hiking, outdoor crafts and campfire cooking, and collaborations with the REACH afterschool program and Move More Kids.

Target Demographic
- Local families
- Outdoor recreation enthusiasts in the region
Sponsorship Opportunities

**Skowhegan Outdoors Gold Sponsor ($2,500/year, three available)**
- Large-sized name on Donor Wall in the Skowhegan Outdoors Basecamp
- Logo and named as Gold Sponsor on TV rotating signage in the window of the Skowhegan Outdoors Basecamp
- Logo on Skowhegan Outdoors calendar distributed monthly to more than 1,000 MSAD 54 students (during school year) and to businesses around Skowhegan
- Logo on all other Skowhegan Outdoors print marketing materials (flyers, etc.)
- Logo (linked) on SkowheganOutdoors.com webpage footer (top billing)
- Logo (linked) on Skowhegan Outdoors Donors & Supporters webpage (top billing)
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails (top billing)
- Named as Gold Sponsor in Skowhegan Outdoors Facebook events
- Tagged in at least 10 Facebook posts promoting Skowhegan Outdoors activities

**Skowhegan Outdoors Silver Sponsor ($1,000/year, five available)**
- Medium-sized name on Donor Wall in the Skowhegan Outdoors Basecamp
- Logo and named as Silver Sponsor on TV rotating signage in the window of the Skowhegan Outdoors Basecamp
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Logo (linked) on Skowhegan Outdoors Donors & Supporters webpage
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails
- Named as Silver Sponsor in Skowhegan Outdoors Facebook events
- Tagged in at least 7 Facebook posts promoting Skowhegan Outdoors activities

**Skowhegan Outdoors Bronze Sponsor ($500/year, unlimited)**
- Small-sized name on Donor Wall in the Skowhegan Outdoors Basecamp
- Named as Silver Sponsor on TV rotating signage in the window of the Skowhegan Outdoors Basecamp
- Name (linked) on SkowheganOutdoors.com webpage footer
- Name (linked) on Skowhegan Outdoors Donors & Supporters webpage
- Name (linked) in footer of all Skowhegan Outdoors promotional emails

**Video Sponsorship Package, $500/video OR $1,500 for four**
- 15-sec pre-roll promotional video clip for your business leading into a 1-min video with Skowhegan Outdoors content of your choosing; content covers outdoor activities, local trails, clinics, etc.
- Videos will play for one month on TV in the window of Skowhegan Outdoors Basecamp
- Videos posted on SkowheganOutdoors.com and for at least one year
- Videos shared via Skowhegan Outdoors and Main Street Skowhegan Facebook pages
- Video added to Skowhegan Outdoors YouTube page
If you sponsor four videos, you also get:
- Medium-sized name on Donor Wall in the Skowhegan Outdoors Basecamp
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Logo (linked) on Skowhegan Outdoors Donors & Supporters webpage
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails
**Canoe Meet Up Sponsor (programs), $1,500/Summer (Exclusive)**
This package covers all of our Canoe Meet Ups (est. 15-17), Fridays (May-September).
- Logo on 2'x4' banner hung at all Canoe Meet Up programs
- Logo and named as sponsor on Canoe Meet Up promo slide (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Named as canoe meet up sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Named as program sponsor in Canoe Meet Up Facebook events
- Logo on Canoe Meet Up social media event graphics
- Tagged in Facebook posts promoting Canoe Meet Ups
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Named (linked) as program sponsor in at least four promotional emails

**Mountain Bike Package (programs & gear), $1,500/year (Exclusive)**
This package covers all mountain bike programming (est 10-12) and sponsorship of our fleet of bikes.
- Business logo on each Skowhegan-Outdoors-owned mountain bike (10)
- Named as mountain bike sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Logo and named as sponsor on mountain bike program promo slides (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Logo on 2'x4' banner hung at all mountain bike programs
- Logo on mountain bike program social media event graphics
- Named as program sponsor in mountain bike program Facebook events
- Named as sponsor in social media (Facebook and Instagram) posts relating to mountain bikes
- Tagged in Facebook posts promoting mountain bike programs
- Listed as Mountain Bike sponsor on SkowheganOutdoors.com website
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Named (linked) as program sponsor in at least two promotional emails

**Big Hikes Sponsor (programs), $1,250/year (Exclusive)**
This package covers the more adventurous hikes we lead on a monthly basis to places like Mosquito Mtn, Tumbledown, Moxie Falls, and the Kennebec Highlands.
- Logo on 2'x4' banner hung at all big hikes program registration
- Named as mountain bike sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Logo and named as sponsor on big hikes program promo slides (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Named as program sponsor in big hikes program Facebook events
- Logo on big hikes program social media event graphics
- Tagged in Facebook posts promoting big hikes programs
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Named (linked) as program sponsor in at least four promotional emails

Join Us Outside
"I am a mom of two very different children. One is a nature-loving 13-year-old boy, and the other is a sweet 9-year-old girl who has significant special health needs and utilizes a wheelchair for mobility. Our family has been blessed by the programs that Skowhegan Outdoors offers because they have allowed my son to access the outdoors in a safe, supportive group environment without our family’s typical limitations due to his sister’s mobility and health challenges. Many of the programs have been accessible for my daughter, and she has enjoyed being a part of the experience. The presenters and Skowhegan Outdoors staff are all exceptionally welcoming and encouraging. They serve our community not only as liaisons between our sedentary city streets and the great outdoors, but also as role models and guides for our youth. THANK YOU!"
**X-Country Ski Sponsor (gear), $1,200/year (Exclusive)**

This package includes sponsorship of our XC skis -- a popular gear library item!

- Business logo on each set of Skowhegan-Outdoors-owned XC skis (20+) used for community programs and borrowed by individuals via the community gear library
- Named as XC ski sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Names as sponsor in social media (Facebook and Instagram) posts relating to XC skis
- Listed as XC ski sponsor on SkowheganOutdoors.com website
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails

**Canoe Sponsor (gear), $1,200/year (Exclusive)**

This package includes sponsorship of our canoes and paddles -- popular gear library items!

- Business logo on each Skowhegan-Outdoors-owned canoe (6) and canoe paddle (11) borrowed by individuals via the gear library and available for use at Lake George Regional Park
- Named as canoe sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Names as sponsor in social media (Facebook and Instagram) posts relating to canoes
- Listed as canoe sponsor on SkowheganOutdoors.com website
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails

**Stand-up Paddle Board Sponsor (gear), $750/year (Exclusive)**

This package includes sponsorship of our stand-up paddle boards -- a popular gear library item!

- Business logo on each Skowhegan-Outdoors-owned SUP paddle (6) used for community programs and borrowed by individuals via the community gear library
- Named as SUP sponsor on Donor Wall in Skowhegan Outdoors Basecamp
- Names as sponsor in social media (Facebook and Instagram) posts relating to SUPs
- Listed as SUP sponsor on SkowheganOutdoors.com website
- Logo (linked) on SkowheganOutdoors.com webpage footer
- Logo (linked) in footer of all Skowhegan Outdoors promotional emails
**Yoga/Zumba Sponsor (programs), $750 for 4 months June-Sept (Exclusive)**
This package covers all of our seasonal outdoor yoga and zumba classes (est. 6-8).
- Logo on 2’x4’ banner hung at each yoga/zumba class
- Logo and named as sponsor on yoga and zumba promo slides (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Named as program sponsor in yoga and zumba Facebook events
- Logo on yoga and zumba social media event graphics
- Tagged in Facebook posts promoting yoga and zumba classes
- Logo (linked) on SkowheganOutdoors.com webpage footer
Named (linked) as sponsor in at least two promotional emails

**Clinic Sponsor (programs), $250/month (12 available)**
This package covers our clinics we lead on a monthly basis, including campfire cooking, backpacking tips, orienteering, knot-tying.
- Logo and named as sponsor on clinic promo slides (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Named as program sponsor in clinic Facebook events
- Logo on social social media event graphics
- Tagged in Facebook posts promoting clinic programs
- Name (linked) on SkowheganOutdoors.com webpage footer

**Outdoor Crafts Sponsor (programs), $150/month (12 available)**
This package covers our kid-oriented craft programming we lead on a monthly basis, including pinecone birdfeeders, pumpkin painting, autumn leaf butterflies.
- Logo and named as sponsor on craft program promo slides (digital rotating signage) on TV in the window of Skowhegan Outdoors Basecamp
- Named as program sponsor in craft program Facebook events
- Logo on social social media event graphics
- Tagged in Facebook posts promoting craft programs
- Name (linked) on SkowheganOutdoors.com webpage footer

**Social Media Reels Sponsor, $100 for three reels**
- Business logo and named as sponsor at the end of three reels; choice of outdoor content
- Name (linked) on SkowheganOutdoors.com webpage footer
Main Street Skowhegan opened the **Skowhegan Center for Entrepreneurship** at 181 Water Street in April 2022. This downtown space serves as a place for coworking and meetings, while also providing a home-base for entrepreneurial support and training in Somerset County. We host trainings and pitch competitions, work with local entrepreneurs to bring their ideas to life, and help grow current businesses. We’re cultivating a strengthened entrepreneurial ecosystem, while educating and empowering entrepreneurs to build prosperous businesses.

### Community Impact
- Awarded more than $30,000 in TA grants to Skowhegan businesses since 2020 thanks to our generous sponsors
- Hosted more than a dozen workshops and trainings — all FREE for local entrepreneurs
- Awarded $5,000 — thanks to pitch competition sponsor Skowhegan Savings — to Quinn’s Tree Farm in Fall 2022 to help Matt Quinn grow his business, resulting in an 80% increase in sales
Sponsorship Opportunities

**Somerset Room Sponsor, $10,000/year (Exclusive)**
- Logo/sign displayed in Somerset Room (larger, main room) at Center for Entrepreneurship
- Large-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Supporting sponsor of Business Lab & Pitch Competitions (see below)
- Promotional material displayed at the Center for Entrepreneurship
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer (top billing)
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage (top billing)
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails (top billing)
- Branded video posted to website, Facebook & Instagram accounts, and shared by MSS Facebook page, promoting business as Somerset Room sponsor
- Tagged in at least 10 Facebook posts promoting Skowhegan Center for Entrepreneurship programs, workshops, and events
- One year coworking partnership for 2 people and 20 hours of Center room rental per month (24/7 access)

**Business Lab & Pitch Competition Lead Sponsor, $5,000 (Two available)**
- Promoted as lead sponsor of one business lab and pitch competition program in 2023
- Opportunity for representative to lead or speak at a business lab session
- Opportunity for representative to judge pitch competition
- Opportunity for representative to speak at pitch competition and to present check to winner
- Logo on large check presented to winner of pitch competition
- Logo on pitch competition materials (judge name cards, pitch deck welcome slide, programs)
- Tagged in all Facebook posts promoting pitch competition
- Logo included in Facebook event photo; named as sponsor in Facebook event description
- Logo on Business Lab webpage; Logo on Business Lab announcement email
- Named as lead sponsor in press releases announcing business lab & pitch competition
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails
- Six months of coworking partnership and 15 hours of Center room rental per month (24/7 access)

**Small Business Meet Up Lead Sponsor, $2,500 (SOLD)**
- Promoted as lead sponsor of all 2023 Business Meet Ups
- Named as lead sponsor in all Business Meet Up promotion (social media, email, print, etc.)
- Opportunity to hang banner/signage at all Meet Up events (10)
- Opportunity to hand out marketing materials at all Meet Up events
- Opportunity to introduce the featured business at each Meet Up event
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails
**Kennebec Room Sponsor, $2,000/year (SOLD)**
- Logo displayed in Kennebec Room (8-person conference room) at Center for Entrepreneurship
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Branded video posted to website, Facebook & Instagram accounts, and shared by MSS Facebook page, promoting business as Kennebec Room sponsor
- Promotional material displayed at the Center for Entrepreneurship
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer (top billing)
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage (top billing)
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails (top billing)
- Six months of coworking partnership and 15 hours of Center room rental per month (24/7 access)

**Business Lab & Pitch Competition Supporting Sponsor, $1,500 (Two available)**
- Promoted as supporting sponsor of one business lab and pitch competition program in 2023
- Opportunity for representative to lead or speak at a business lab session
- Opportunity for representative to judge pitch competition
- Named as supporting sponsor in pitch competition attendee programs
- Named as supporting sponsor in Facebook event description
- Logo on Business Lab webpage; Logo on Business Lab announcement email
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Name (linked) on SkowheganEntrepreneurship.com webpage footer
- Name (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Name (linked) in footer of all Center for Entrepreneurship promotional emails

**Entrepreneurship Gold Sponsor, $1,500/year (Three available)**
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Promotional material displayed at the Center for Entrepreneurship
- Logo on Skowhegan Center for Entrepreneurship program calendar distributed monthly to businesses around Skowhegan
- Logo on all other Center for Entrepreneurship print marketing materials (flyers, etc.)
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails
- Tagged in at least 5 Facebook posts promoting Skowhegan Center for Entrepreneurship programs, workshops, and events
- Six months of coworking partnership and 10 hours of Center room rental per month (24/7 access)

**Entrepreneurship Silver Sponsor, $1,000/year (Five available)**
- Medium-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Promotional material displayed at the Center for Entrepreneurship
- Logo on Center for Entrepreneurship print marketing materials (other than calendar)
- Logo (linked) on SkowheganEntrepreneurship.com webpage footer
- Logo (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Logo (linked) in footer of all Center for Entrepreneurship promotional emails
- Tagged in at least 3 Facebook posts promoting Skowhegan Center for Entrepreneurship programs, workshops, and events
- Three months of coworking partnership and 10 hours of Center room rental time per month (24/7 access)
**TA Grant Sponsor, $1,000 (Unlimited)**
- Named as sponsor in all TA Grant application promotion (email, social media)
- Logo (linked) on TA Grant webpage
- Named as sponsor in TA Grant press releases (accepting apps & announcing grant recipients)
- Tagged in all social media posts promoting TA Grant
- Small-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Name (linked) on SkowheganEntrepreneurship.com webpage footer
- Name (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Name (linked) in footer of all Center for Entrepreneurship promotional emails

**Wifi Sponsor, $600 (Exclusive)**
- Logo and named as Wifi Sponsor on signage in all three rooms of the Center for Entrepreneurship
- Two shoutouts on Center for Entrepreneurship Facebook page
- Medium-sized name on Donor Wall in the entryway of the Skowhegan Center for Entrepreneurship
- Name (linked) on SkowheganEntrepreneurship.com webpage footer
- Name (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Name (linked) in footer of all Center for Entrepreneurship promotional emails

**Small Business Meet Up Supporting Sponsor, $500 (9 available; no financial institutions)**
- Promoted as supporting sponsor for one Business Meet Up event (month of choice)
- Named as supporting sponsor in all promo (social media, email, etc.) for one Business Meet Up
- Mentioned as supporting sponsor during event
- Small-sized name on Donor Wall in entryway of Skowhegan Center for Entrepreneurship
- Name (linked) on SkowheganEntrepreneurship.com webpage footer
- Name (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Name (linked) in footer of all Center for Entrepreneurship promotional emails

**Entrepreneurship Bronze Sponsor, $500/year (Unlimited)**
- Small-sized name on Donor Wall in entryway of the Center for Entrepreneurship
- Name (linked) on SkowheganEntrepreneurship.com webpage footer
- Name (linked) on SkowheganEntrepreneurship.com Donors & Supporters webpage
- Name (linked) in footer of all Center for Entrepreneurship promotional emails
- Seven (7) day passes
Feature your business or organization in the Skowhegan Visitors’ Guide!

Main Street Skowhegan and the Skowhegan Regional Chamber of Commerce are thrilled to bring you an updated visitors’ guide in 2023! We’ll print 6,000 copies that will be distributed over the next two years.

Copies of the visitors’ guide will be available at rest stops around the state of Maine; at Main Street Skowhegan and the Skowhegan Chamber of Commerce; at a variety of businesses, motels, campgrounds in southern Somerset County; at the Skowhegan Craft Brew Festival and other tourism-focused events in Skowhegan; and as a PDF. You can also request to have one mailed to you at visitskowhegan.com.

Skowhegan Visitors’ Guides have traveled all over the state; across the country to states including New York, Connecticut, Massachusetts, Florida, and California; and even internationally to Canada and Wales!

**Deadlines**

- **Reserve Space**: March 31
- **Ad Design**: April 10
- **Payment Plans Available**

Robust and visually appealing, this guide showcases all the Skowhegan area has to offer, including restaurants, breweries, lodging, historical sites, recreation, arts and culture, agricultural experiences, family activities, events, and more.

Data from the Maine Office of Tourism shows that tourists seek out brochures and travel guides, so having a vibrant and informative guide will entice tourists to visit and stay awhile in the Skowhegan area.
### Sizing and Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Full Page Ad</td>
<td>$800</td>
</tr>
<tr>
<td>Back Cover Full Page</td>
<td>$1,200</td>
</tr>
<tr>
<td>Inside Front Cover Full Page</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

**File Types:** PNG, PDF, JPEG  

**Resolution:** 300-350 dpi

*Please submit your ad file to info@mainstreetskowhegan.org.*

*Please note that a full page (edge to edge) is 8 3/8” x 10 7/8”. A half page ad is 8 1/8” x 5”. A quarter page is 4” x 5”.*

*Ad design is included in listed pricing!*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Ad</td>
<td>$400</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>$250</td>
</tr>
<tr>
<td>Business Card Ad</td>
<td>$150</td>
</tr>
</tbody>
</table>
If you’re ready to promote your business via any of the 2023 sponsorship opportunities included here, please contact Kristina Cannon at kristina@mainstreetskowhegan.org, or go to MainStreetSkowhegan.org/sponsorship-opportunities and complete the sponsorship form.

**Main Street Skowhegan Supporter Recognition**

We recognize sponsors based on levels of giving (cumulative, including sponsorships).

If you give ...

**$10,000+ = Kennebec River Partner**
- Logo (linked) and named as Kennebec River Partner in MainStreetSkowhegan.org website footer
- Logo (linked) and named as Kennebec River Partner in footer of two monthly emails sent to 2,000+ contacts
- Logo and named as Kennebec River Partner on MSS Partners & Affiliates webpage
- VIP Tickets to Skowhegan Craft Brew Festival (6)
- Tickets to Dinner in the Park (6)
- Main Street Skowhegan Supporter window sticker

**$7,500 = Big Eddy Partner**
- Logo (linked) and named as Big Eddy Partner in MainStreetSkowhegan.org website footer
- Logo (linked) and named as Big Eddy Partner in footer of two monthly emails sent to 2,000+ contacts
- Logo and named as Big Eddy Partner on MSS Partners & Affiliates webpage
- VIP Tickets to Skowhegan Craft Brew Festival (4)
- Tickets to Dinner in the Park (4)
- Main Street Skowhegan Supporter window sticker

**$2,500 = Flat Iron District Partner**
- Logo (linked) and named as Flat Iron District Partner in MainStreetSkowhegan.org website footer
- Logo (linked) and named as Flat Iron District Partner in footer of two monthly emails sent to 2,000+ contacts
- Logo and named as Flat Iron District Partner on MSS Partners & Affiliates webpage
- Main Street Skowhegan Supporter window sticker

**$1,000 = Water Street Partner**
- Named as Water Street Partner in MainStreetSkowhegan.org website footer
- Named as Water Street Partner in footer of two monthly emails sent to 2,000+ contacts
- Named as Water Street Partner on MSS Partners & Affiliates webpage
- Main Street Skowhegan Supporter window sticker
Thank you for supporting Skowhegan!

Someplace Kind of Wonderful