

2024 Business Marketing & Sponsorship Opportunities



MAIN STREET
SKOWHEGAN

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 & Skijor Skowhegan.....pgs. 4-9

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

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Somerset SnowFest

Somerset SnowFest features 9 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 [First right of refusal to 2023 sponsor]

- 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 [First right of refusal to 2023 sponsor]

- 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)
- 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 two 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
- Skijor/Baxter logo on event swag

Skijor Skowhegan Awards Underwriter—\$2,000 [First right of refusal to 2023 sponsor]

- 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

Kids' Box Sled Derby—\$2,000 [First right of refusal to 2023 sponsor]

- 3'x6" 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
- Logo (linked) on SnowFest event emails (min. two)
- Named (linked) as the sponsor of the race on the online schedule and race registration page
- Opportunity to provide marketing materials or swag to competitors

Horse-Drawn Sleigh Rides—\$1,500 [First right of refusal to 2023 sponsor]

- 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 2024 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 [First right of refusal to 2023 sponsor]

- 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
- Named as triathlon sponsor on the online schedule

Fun at Lake George Regional Park—\$1,500 [First right of refusal to 2023 sponsor]

- 3'x6' banner hung in high-visibility area at Kids Box Sled Derby, Ice Hole World Championship, Down-hill 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)
- Thanked 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 [First right of refusal to 2023 sponsor]

- Thanked and recognized by the MC
- 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

Lake George Fishing Derby—\$1,000 [First right of refusal to 2023 sponsor]

- Logo on 3'x6' banner hung at registration
- 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 [First right of refusal to 2023 sponsor]

- 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
- Names as Skowhegan Outdoors Activity Sponsor in online schedule

Ice Hole World Championship Sponsor —\$1,000 [First right of refusal to 2023 sponsor]

- 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 online schedule
- Named as sponsor in Facebook event page
- Logo (linked) in dedicated Lake George events email
- Logo (linked) on SnowFest sponsor webpage

Downhill Kayak Race Sponsor —\$1,000 [First right of refusal to 2023 sponsor]

- 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 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 online schedule and race registration page

Skijor Silver Partner—\$1,000 [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 [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—\$750 [3 available]

- 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 [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 (Linked) as sponsor on online schedule
- Logo (linked) on SnowFest sponsor webpage
- Logo (linked) in dedicated Lake George events email

Lake George Warming Hut Sponsor—\$500 [First right of refusal to 2023 sponsor]

- Official sponsor of the Warming Hut at Lake George during weekend events
- 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 [First right of refusal to 2023 sponsor]

- 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 Track Sponsor—\$300 [Unlimited]

- Logo on 2'x4' banner hung on track fencing

Downhill Kayak Race and Kids Box Sled Race Hill Banners—\$300 [Unlimited]

- Logo on 2'x4' banner hung during both races

Skijor Team Sponsor—\$250 [Unlimited]

- 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

Dinner in the Park



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—\$2,000

[First right of refusal to 2023 sponsor]

- Company banner hung at event entrance
- Logo on cover page of event program
- Exclusive boosted Facebook post
- Logo (linked) on event page
- Logo included on admission ticket webpage
- Opportunity to speak during the event
- Logo on dinner menu
- 4 tickets to event

Lighting Sponsor - \$1,500 (NEW!)

- Thanked during opening remarks at the event
- Named in boosted Facebook event
- Tagged in an exclusive Facebook post
- Logo (linked) on event webpage
- Logo included in event program
- Company banner hung in a high-visibility area
- 4 tickets to the 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 in event program
- Logo included on admission ticket
- Company banner hung in a high-visibility area
- 2 tickets to event

Beverage Sponsor—\$1,000

[First right of refusal to 2023 sponsor]

- Mentioned in boosted Facebook post promoting the event
- Logo (linked) on event webpage
- Logo included on beverage menu

Dessert Sponsor—\$750

[First right of refusal to 2023 sponsor]

- 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

[First right of refusal to 2023 sponsor]

- Logo on cocktail napkin
- Logo on program
- Logo (linked) on event page
- Company banner at bar
- Mentioned in a dedicated Facebook post

Appetizer Sponsor - \$750 (NEW!)

- Logo on appetizer table
- Logo on program
- Logo (linked) on event page
- Company banner hung in high visibility area
- Mentioned in a dedicated Facebook post
- 2 tickets to event

Auction Sponsor—\$750

[First right of refusal to 2023 sponsor]

- Mentioned in Facebook posts promoting live auction items
- Thanked at beginning of live auction
- Logo on auction bid numbers
- Logo on silent auction bid sheets
- Logo on event webpage
- 2 tickets to event

Entertainment Sponsor—\$750

[First right of refusal to 2023 sponsor]

- 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

[First right of refusal to 2023 sponsor]

- Logo watermarked on photos
- Thanked during the event
- Thanked on webpage hosting the digital photos
- 2 tickets to event

Shooting Star Sponsor - \$500

[First right of refusal to 2023 sponsor]

- Mentioned in a Facebook Post
- Logo on Banner
- Logo on winning 'Stars'
- Thanked during the event winners announcement

Wine Roulette Sponsor- \$300 (1 available)

[1 - First right of refusal to 2023 sponsor]

- Mentioned in program book
- Logo on Sign

Table Sponsors - \$200 (7 available)

- Logo on a table tent placed on a minimum of four tables during event

Skowhegan Craft Brew Festival



- 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

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.

Target Demographic

Craft brew connoisseurs from across the country



Sponsorship Opportunities

VIP Hour Sponsor - \$2,500

[First right of refusal to 2023 sponsor]

- Sponsorship of VIP Hour
- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Opportunity to speak during event
- Booth/table space at event
- Eight VIP 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

General Admission - \$2,000

[First right of refusal to 2023 sponsor]

- Exclusive sponsor of General Admission
- Opportunity to add an item to all GA tasting glasses (700)
- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Booth/table space at event
- Six VIP 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

Crowd Gates Covers - 3 year commitment \$2,000 first year, \$1,500 two following years

- Logo featured on Crowd Gate Covers
- Booth/Table space at event
- Six VIP Passes
- Radio Promotion (Augusta, Bangor, Portland, Boston)
- Facebook promotion (boosted - Augusta, Bangor, Portland, Boston)
- Logo and link on website
- Logo and link on emails

Sunglasses Sponsor - \$1,750

[First right of refusal to 2023 sponsor]

- Logo on sunglasses
- Six VIP 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

Trash Can Covers - \$1,500 (NEW!)

- Logo featured on Trash Can Covers
- Six VIP Passes
- Radio Promotion (Augusta, Bangor, Portland, Boston)
- Facebook promotion (boosted - Augusta, Bangor, Portland, Boston)
- Logo and link on website
- Logo and link on emails

Picnic Table Sponsor - \$1,500

[First right of refusal to 2023 sponsor]

- Logo decal on 10 picnic tables
- 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
- Inclusion in press releases

Music Sponsor - \$1,500

[First right of refusal to 2023 sponsors]

- Large banner near band
- Six VIP 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

[First right of refusal to 2023 sponsor]

- Logo on wristbands given to all attendees (expecting 1,300+)
- Six VIP passes
- Banner on perimeter fence
- 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

[First right of refusal to 2023 sponsor]

- Logo on Best in Brew online voting form 1,300+ attendees
- 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
- Inclusion in press releases

Event Ticket Sponsor - \$1,500

[First right of refusal to 2023 sponsor]

- Logo on all tickets page to 1,300+ attendees
- 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
- Inclusion in press releases

Brewer Gift Bags Sponsor - \$1,200

[First right of refusal to 2023 sponsor]

- Logo on swag bags (co-branded with brew fest logo) given to all brewers and unlimited promo materials inside (category exclusivity)
- Four VIP 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

Misting Station Sponsor - \$1,200

[First right of refusal to 2023 sponsor]

- Signage at misting station
- Four VIP 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

VIP Gift Bag Item - \$100

- Product(s) and marketing materials in swag bags given to VIP Attendees (500+)

Games Sponsor - \$1,200

[First right of refusal to 2023 sponsor]

- Logo on cornhole boards (2) and Jenga blocks
- Four 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
- Inclusion in press releases

Wayfinding Sponsor - \$1,200

[First right of refusal to 2023 sponsor]

- Logo on 4 wayfinding maps in festival
- Four 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
- Inclusion in press releases

Ticket Package - \$1,000 [Unlimited]

- Six VIP passes
- Banner on perimeter fence
- 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

Tent Package - \$300 [15 available]

- Sponsor of and signage on one brewer tent
- Two General Admission passes

Perimeter Fence Sign Package - \$200

- Banner on perimeter fence
- Two General Admission pass

Brewer Gift Bag Item - \$50

- Product(s) and marketing materials in swag bags given to all brewers (~30)



#ShopSmall Week

#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



Sponsorship Opportunities

#ShopSmall Week Sponsor—\$750 [First right of refusal to 2023 sponsor]

- 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 radio 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 radio ads before and during #ShopSmall Week

#ShopSmall Week Video—\$150 [Unlimited]

- Video footage in business captured by Main Street Skowhegan for promotional use on social media during #ShopSmall Week (and for other Skowhegan marketing purposes in the future)

#ShopSmall Week Photography—\$150 [Unlimited]

- Professional photography 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)

Skow-Whoville



SKOW-WHOVILLE

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 - \$3,000

[First right of refusal to 2023 sponsor]

- Holiday Parade Lead Sponsor
- :18 spot in :60 TV ad (shared w/ 2 others)
- Thanked as a sponsor in :15 ad aired for month at the Strand Cinema
- Top billing in all print and radio
- Logo on 3'x6' banner carried at head of parade
- Banner hung in high visibility location during WhoVillage activities
- Logo (exclusive) on SKOW-Whoville poster
- Tagged in two exclusive Facebook posts
- Logo (linked) on webpage footer (top billing)
- Logo (linked) in at least two promo emails (top billing)

Tree Sponsorship - \$1,500

[First right of refusal to 2023 sponsor]

- Video/photography at business for short promotional video shared to MSS/Whoville
- :18 spot in :60 shared TV ad (shared with two others)
- Thanked as a sponsor in :15 ad aired for month at the Strand Cinema
- Included in print, radio ads, and social media posts promoting both events
- Facebook posts (SKOW-Whoville & Main Street Skowhegan pages)
- Directional business "sign" around the SKOW-WhoVillage.
- Logo and name linked on SKOW-Whoville webpage footer (top billing)
- Logo and named (linked) as lead sponsor in at least two promotional emails (top billing)

Reindeer Sponsorship - \$1,500

[First right of refusal to 2023 sponsor]

- :18 spot in :60 shared TV ad (shared with two other sponsors) (Ware Butler supplied footage or we can film next week)
- Included in print & radio ads:
 - Full page ad in Morning Sentinel
 - 2,250 handouts sent to MSAD 54 families
 - Radio sponsor tag
- Logo on 3'x6' banner on reindeer fenced area
- Named as sponsor on Facebook event and online schedule
- Tagged in two exclusive Facebook posts
- Logo and name linked on SKOW-Whoville webpage footer
- Logo and named (linked) as sponsor in at least two promotional emails

Mistletoe Sponsor - \$1,000 [Unlimited]

- :18 spot in :60 TV ad (shared w/ 2 others)
- Thanked as a sponsor in :15 ad aired for month at the Strand Cinema
- Included in print & radio ads:
 - Full page ad in Morning Sentinel
 - 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

- Included in print & radio ads:
 - Full page ad in Morning Sentinel
 - 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

Carriage Rides Sponsor - \$1,000

[First right of refusal to 2023 sponsor]

- Included in print & radio ads:
 - Full page ad in Morning Sentinel
 - 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

Petting Zoo Sponsor - \$1,000

[First right of refusal to 2023 sponsor]

- Included in print & radio ads:
 - Full page ad in Morning Sentinel
 - 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

Roast Beast Sponsorship - \$1,000

- Included in print, radio ads, and social media posts, including:
 - Full page ad in Morning Sentinel
 - 2,250 handouts sent to MSAD 54 families
 - Radio sponsor tag
- 3'x6' banner with logo at Singing Pig
- Exclusive mention in Facebook post promoting activity
- Named as sponsor in at least two promotional emails
- Named as sponsor in schedule listing on website (i.e. "Petting zoo, sponsored by [business]")
- Listed as a sponsor on Facebook event

Parade Prize Sponsor - \$750

- Recognized as \$100 & \$50 cash prize sponsor in all print, social media
- Logo on parade voting signage around Downtown
- Logo on parade voting online form
- Logo on SKOW-Whoville Parade Webpage
- Name/Linked in SKOW-Whoville footer
- Tagged in one exclusive SKOW-Whoville Post
- Listed as sponsor on Facebook event

Skowhegan Outdoors Sponsor - \$750

[First right of refusal to 2023 sponsor]

- Included in print:
 - Full page ad in Morning Sentinel
 - 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

[First right of refusal to 2023 sponsor]

- Included in print:
 - Full page ad in Morning Sentinel
 - 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

Photo Booth Sponsor - \$750 [3 available]

[2- First right of refusal to 2023 sponsor]

- 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

Map Sponsor - \$600 [Exclusive]

- Logo on map of Whoville activities printed for attendees and online
- 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 post highlighting station
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

Whoville Activity Sponsor - \$350

- 2'x4' banner with logo at activity station
- Named as sponsor in schedule on website
- Exclusive post highlighting station
- Name (linked) on webpage footer
- Name (linked) in at least two promo emails

"Very Important Who" Bags - 2 slots @ \$250

[First right of refusal to 2023 sponsor]

- Logo featured on VIW Bags
- Opportunity to include promo products
- Tagged in one VIW Bag Facebook post.

Coloring Pages Sponsor - \$100 [Unlimited]

- Logo featured on Whoville coloring page given out in VIW bags & as an activity



Skow-WhoCrawl

The **Skow-WhoCrawl** is the newest event on the Main Street calendar! With several stops, prizes, and surprise appearances, the WhoCrawl is holiday revelry at its finest as ticketholders make their way to Skowhegan's local 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 [First right of refusal to 2023 sponsor]

- 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 webpage (top billing)
- Logo (linked) in at least two WhoCrawl promotional emails (top billing)

SKOW-WhoCrawl Ugly Sweater Contest Sponsor - \$500

[First right of refusal to 2023 sponsor]

- 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 webpage
- Logo (linked) in at least two WhoCrawl promotional emails
- Listed as sponsor in Facebook event

SKOW-WhoCrawl Photobooth Sponsor - \$500 [First right of refusal to 2023 sponsor]

- 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 webpage
- Logo (linked) in at least two WhoCrawl promotional emails
- Listed as sponsor in Facebook event

SKOW-WhoCrawl Drink Ticket Sponsor - \$250

[First right of refusal to 2023 sponsor]

- Logo on WhoCrawl drink tickets (two per attendee)
- Named as sponsor on WhoCrawl webpage
- Listed as sponsor in Facebook event

Drink Menu Sponsor - \$250

- Logo on WhoCrawl drink menus (given to all attendees)
- Named as sponsor on WhoCrawl web pag



*Thank you
for supporting
Skowhegan!*



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