

2025 Business Marketing & Sponsorship  
Opportunities



MAIN STREET  
SKOWHEGAN



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# Main Street Skowhegan

Main Street Skowhegan is a 501(c)(3) nonprofit focused ongoing revitalization of historic Skowhegan, Maine. Founded in 2005 by a group of citizens, MSS relies on hardworking staff, energetic AmeriCorps members, a dedicated Board of Directors, and more than 200 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 recreational 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 (including youth entrepreneurs)
- The Skowhegan Center for Entrepreneurship's Food Incubator project
- 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 - trail development and enhancement
- Village Design and Village Partnership Initiative in collaboration with the Town—making the greater downtown area more welcoming for pedestrians and bikes
- Skowhegan marketing—visitor's guides, @VisitSkowhegan social media, VisitSkowhegan.com
- Events & festivals—bringing people to Skowhegan to spend money at our local businesses
- Langlais Art Trail—promoting our 20+ Langlais Sculptures as a 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](https://MainStreetSkowhegan.org)



# 2025 Events Calendar

We are changing up our events schedule!  
Take a look below and make sure to mark your calendars.

|                                 |   |
|---------------------------------|---|
| <b>June, July,<br/>Aug, Sep</b> | June 27th, July 11th, August 8th, September 13<br><b>Skowhegan River Days</b> |
| <b>Aug</b>                      | August 23rd<br><b>Skowhegan Craft Brew Fest</b>                               |
| <b>Sept</b>                     | September 27th<br><b>Dinner in the Park: Harvest Edition</b>                  |
| <b>Nov</b>                      | November 15th<br><b>MSS Roaring 20th Anniversary<br/>Celebration</b>          |
| <b>Nov</b>                      | November 29th - December 6th<br><b>#ShopSmall Week</b>                        |
| <b>Dec</b>                      | December 5th - December 6th<br><b>SKOW-Whoville, SKOW-WhoCrawl</b>            |

# Partnerships

Your generosity comes with exclusive benefits.

When your total contributions to Main Street Skowhegan in 2025 (including in-kind contributions) reach any of the designated levels below, you will be recognized as an official **MSS Partner** in appreciation of your support.

## **\$10,000 - Kennebec River Partner**

- Logo (linked) and named as Kennebec River Partner in the MainStreetSkowhegan.com 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

## **Big Eddy Partner - \$7,500**

- Logo (linked) and named as Big Eddy Partner in the MainStreetSkowhegan.com 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





# SKOWHEGAN OUTDOORS

***Help us improve health and wellness in our region!***

The Skowhegan Outdoors AmeriCorps program, an initiative of Main Street Skowhegan, is an effort to ensure that everyone in the Skowhegan community has access to the outdoors, opportunities to participate in free outdoor activities, and the tools to experience the natural world on their own.

***[SkowheganOutdoors.com](http://SkowheganOutdoors.com)***

# Services

## *FREE Gear Lending*

Borrow 300+ gear library items (and growing) for FREE for Somerset County residents!

## *FREE Outdoor Programming*

Free programs regularly include outdoor skills training and clinics, paddling and hiking, outdoor crafts and campfire cooking, and collaborations with the **REACH** after-school program and **Move More Kids**. Activities include outdoor yoga, cross-country skiing, mountain biking, paddling, and more.

## *Skowhegan Outdoors Basecamp* *65 Water St.*

A community gathering space that we are continuously improving and expanding, the Skowhegan Outdoors Basecamp is our FREE outdoor gear-lending library and indoor programming hub where we offer educational experiences such as fly-tying workshops, ski tune-up clinics, knot-tying, outdoor themed film screenings, and more. Through increased exposure in the heart of downtown Skowhegan and a welcoming and inclusive atmosphere, the Skowhegan Outdoors Basecamp not only bolsters our ability to directly serve regional residents via free programming and gear, but also gives us the opportunity to provide an important third space for the community and become **the** hub for outdoor recreation in Somerset County.



# Sponsorship Opportunities

# \$4,000

## NEW - Platinum Level

*Outdoor Workforce Development LEAD Sponsor*

- Logo on all Skowhegan Outdoors printed promotional materials (top billing)
- Logo in the footer of SkowheganOutdoors.com (top billing, linked to your website)
- Logo in footer of email newsletters (top billing, linked to your website)
- Specially named (linked) in promotional emails pertaining to sponsored training
- Large logo on Skowhegan Outdoors donorwall (top billing)
- Large logo on Skowhegan Outdoors rotating TV promotion
- Included in all press releases regarding completed community trainings
- Opportunity to attend and speak at all post-training celebrations and/or graduation ceremonies
- Opportunity to display promotional materials at the Skowhegan Outdoors Basecamp
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 10 exclusive posts on each!
  - Specific posts thanking sponsor after each training.



# Sponsorship Opportunities

# \$3,000

## NEW - Diamond Level

*Outdoor Workforce Development Sponsor*

- Logo on all Skowhegan Outdoors printed promotional materials (top billing)
- Logo in the footer of SkowheganOutdoors.com (top billing, linked to your website)
- Logo in footer of email newsletters (top billing, linked to your website)
- Specially named (linked) in promotional emails pertaining to sponsored training
- Large logo on Skowhegan Outdoors donorwall (top billing)
- Large logo on Skowhegan Outdoors rotating TV promotion
- Included in all press releases regarding completed community trainings
- Opportunity to attend and speak at all post-training celebrations and/or graduation ceremonies
- Opportunity to display promotional materials at the Skowhegan Outdoors Basecamp
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 8 exclusive posts on each!
  - included in posts thanking sponsor after each training.



# Sponsorship Opportunities

## \$2,500

### Gold Level

**Summer Camp Lead Sponsor, Basecamp Lead Sponsor, Programming Sponsor**  
*Winter Sports | Flatwater | Big Hikes | Mountain Biking | Whitewater*

- Logo on all Skowhegan Outdoors printed promotional materials
- Logo in the footer of SkowheganOutdoors.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Large logo on Skowhegan Outdoors donorwall
- Large logo on Skowhegan Outdoors rotating TV promotion
- Opportunity to display promotional materials at the Skowhegan Outdoors Basecamp
- Outdoor program sponsorship (for one calendar year; seasonal activity promotion)
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 10 exclusive posts on each!

## \$1,000

### Silver Level

**Skills Clinics, Media Sponsor**

- Logo in the footer of SkowheganOutdoors.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Small logo on Skowhegan Outdoors donorwall (top billing)
- Small logo on Skowhegan Outdoors rotating TV promotion
- Logo featured on four outdoor program videos (reels) and tagged in social media posts promoting video
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 5 exclusive posts on each!

# Sponsorship Opportunities

## \$750

### NEW - Educator Level

*Specific trainings through out 2025 connected to Outdoor Recreation Industry Pathways*

- Named in the footer of SkowheganOutdoors.com (top billing, linked to your website)
- Named in footer of email newsletters (top billing, linked to your website)
- Specially named (linked) in promotional emails pertaining to sponsored training
- Named as supporter on Skowhegan Outdoors rotating TV promotion
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 3 exclusive posts on each!
  - Exclusive social media shout-outs pertaining to trainings and certifications

## \$500

### Bronze Level

*Outdoor Clinic of your choice, Program Reel of your choice, Outdoor Craft of your choice*

- Named in the footer of SkowheganOutdoors.com (top billing, linked to your website)
- Named in footer of email newsletters (top billing, linked to your website)
- Named as supporter on Skowhegan Outdoors rotating TV promotion
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 3 exclusive posts on each!

## \$250

### Supporter Level

- Named in the footer of SkowheganOutdoors.com (top billing, linked to your website)
- Named in footer of email newsletters (top billing, linked to your website)
- Social media promotion (Facebook/Instagram - 3.5K followers)
  - 1 exclusive post on each!



*Thank you for supporting community transformation through Outdoor Recreation!*

**Come see us!**

65 Water St. (Riverside)  
Skowhegan, ME 04976

**Contact us!**

207-612-2571  
[americorps@mainstreetskowhegan.org](mailto:americorps@mainstreetskowhegan.org)

*[SkowheganOutdoors.com](http://SkowheganOutdoors.com)*

# *Support Entrepreneurship in Skowhegan!*



A PROGRAM OF MAIN STREET SKOWHEGAN

SKOWHEGAN CENTER FOR  
**ENTREPRENEURSHIP**

The **Skowhegan Center for Entrepreneurship**, a program of Main Street Skowhegan, is a hub for business innovation in Skowhegan.

Whether you're looking for a place to meet, work remotely, or for more information and resources to start or grow your business, we can help.

Visit [SkowheganEntrepreneurship.com](https://www.skowheganentrepreneurship.com) for more.

# Services

## Technical Assistance

Skowhegan Center for Entrepreneurship has exciting opportunities in 2025 for entrepreneurs, including the Entrepreneur Bootcamp, the Youth Entrepreneurial Challenge, and 1:1 business advising available to local business owners and aspiring entrepreneurs.

Contact our Director of Entrepreneurship, Patric Moore, for help with business planning and funding resources at [patric@mainstreetskowhegan.org](mailto:patric@mainstreetskowhegan.org)

## Coworking

Our Coworking space allows individuals to problem solve, network, and advance their business

## Rental Space

Rent office space or a room for your next meeting or event

## Future Shared Commercial Kitchen

Main Street Skowhegan is fundraising for a shared commercial kitchen incubator in downtown Skowhegan that will provide an innovative space, resources, and assistance to inspire, educate, and empower food and agriculture entrepreneurs in Somerset County and the greater Central Maine region.



# Sponsorship Opportunities

## \$10,000

### Founder Level

*Lead Center for Entrepreneurship Somerset Room Sponsor*

- Logo on all Skowhegan Center for Entrepreneurship printed promotional material (top billing)
- Logo in footer of SkowheganEntrepreneurship.com (top billing, linked to your website)
- Logo in footer of email newsletters (top billing, linked to your website)
- Large logo on the Skowhegan Center for Entrepreneurship donorwall (top billing)
- Opportunity to display promotional materials at the Skowhegan Center for Entrepreneurship
- Social media promotion (Facebook/Instagram)
  - 12 exclusive posts on BOTH
- 30 hours of space rental at the Skowhegan Center for Entrepreneurship

## \$7,500

### Entrepreneur Level

- Logo on all Skowhegan Center for Entrepreneurship printed promotional material
- Logo in footer of SkowheganEntrepreneurship.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Large logo on the Skowhegan Center for Entrepreneurship donorwall
- Opportunity to display promotional materials at the Skowhegan Center for Entrepreneurship
- Social media promotion (Facebook/Instagram)
  - 10 exclusive posts on BOTH
- 20 hours of space rental at the Skowhegan Center for Entrepreneurship

# Sponsorship Opportunities

## \$5,000

### Gold Level

*Youth Challenge Sponsor, Bootcamp Lead Sponsor*

- Named in all Skowhegan Center for Entrepreneurship printed promotional materials
- Logo in footer of SkowheganEntrepreneurship.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Medium logo on the Skowhegan Center for Entrepreneurship donorwall
- Social media promotion (Facebook/Instagram)
  - 8 exclusive posts on BOTH
- 10 hours of space rental at the Skowhegan Center for Entrepreneurship

## \$2,500

### Silver Level

*Kennebec Room Sponsor*

- Logo in footer of SkowheganEntrepreneurship.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Medium logo on the Skowhegan Center for Entrepreneurship donorwall
- Social media promotion (Facebook/Instagram)
  - 6 exclusive posts on BOTH
- 10 hours of space rental at the Skowhegan Center for Entrepreneurship

## \$1,000

### Bronze Level

*TA Grant Sponsor*

- Logo in footer of SkowheganEntrepreneurship.com (linked to your website)
- Logo in footer of email newsletters (linked to your website)
- Small logo on the Skowhegan Center for Entrepreneurship donorwall
- Social media promotion (Facebook/Instagram)
  - 3 exclusive posts on BOTH

# Sponsorship Opportunities

## \$500

### Supporter Level

*Youth Challenge Sponsor, Bootcamp Lead Sponsor*

- Named in footer of SkowheganEntrepreneurship.com (linked to your website)
- Named in footer of email newsletters (linked to your website)
- Social media promotion (Facebook/Instagram)
  - Monthly supporter promotion!

## \$500

### WiFi Sponsor

- Named in footer of SkowheganEntrepreneurship.com (linked to your website)
- Named in footer of email newsletters (linked to your website)
- Name and Logo on informational WiFi signs at the Skowhegan Center for Entrepreneurship

***Thank you for supporting the  
Skowhegan business community!***

**Come see us!**

65 Water St. (Riverside)  
Skowhegan, ME 04976

**Contact us!**

207-612-2571  
info@mainstreetskowhegan.org

***SkowheganEntrepreneurship.com***

# ROARING 20th Anniversary

Saturday, November 15th

This year, we're celebrating 20 incredible years in true Gatsby style—with an unforgettable speakeasy soiree! Picture a night of glitz, glamour, and jazz, where guests sip on craft cocktails, dance the Charleston, and revel in the spirit of the Jazz Age.

As a sponsor, you'll gain exclusive access to a high-energy crowd, concentrated brand exposure, and a chance to be part of a milestone celebration that everyone will be talking about! Don your finest flapper dresses and fedoras, and let's make this event one for the ages!

## Event Impact

- 200+ attendees exposed to sponsor marketing for several hours
- Unique opportunities to get your brand in front of community-minded people.
- Showcases Skowhegan's newest event venue

## Target Demographic

Skowhegan locals, business owners, community-minded individuals

# Sponsorship Opportunities

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## **Jump, Jive, and Wail Sponsor**

*[Exclusive - Sold]*

- Company banner hung at event entrance
- Logo (linked, top billing) on event webpage
- Logo (linked, top billing) on admission ticket webpage
- Opportunity to speak during the event
- Named as lead sponsor in Facebook event
- One exclusive + boosted Facebook post
- One exclusive Facebook post
- 6 tickets to the event

## **Big Band Sponsor - \$2,500**

*[Exclusive - SOLD]*

- Company banner hung by the band/stage
- Logo (linked) on event webpage
- Logo (linked) on admission ticket webpage
- Thanked by the band before set
- Mentioned in a dedicated Facebook post about entertainment
- 4 tickets to the event

## **Supper Club Sponsor - \$800**

*[Four available]*

- Company logo on food menus
- Logo (linked) on event webpage
- Mentioned in dedicated Facebook post
- 2 tickets to the event

## **Speakeasy Sponsor - \$700**

*[One SOLD. One available]*

- Company logo on drink menus
- Logo (linked) on event webpage
- Mentioned in dedicated Facebook post
- 2 tickets to the event

## **Glitz & Glam Sponsor - \$400**

*[Multiple available]*

- Logo (linked) on event webpage
- Mentioned in dedicated Facebook post
- 2 tickets to the event

# SKOWHEGAN *River Days*

Friday, June 27th | Friday, July 11th | Friday, August 8 | Saturday, September 13th

Inspired by the beloved traditions of Skowhegan River Fest and historic Log Days, the new **Skowhegan River Days** is a four-part celebration bringing excitement to Skowhegan all summer long!

Held once a month from June through September, this event will feature paddling and tubing on the Kennebec, an evening Glowstick Paddle, a street fair, Bed Races, logging demonstrations, a Paddling Film Festival, live music, family-friendly fun, and will end with the **Kennebec River Ramble** - an extended river adventure. This series will draw visitors and locals alike to celebrate what makes our town so special—its heritage, community spirit, and love for the outdoors!

## Event Impact

- Over 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

Locals, visitors on summer vacation, outdoor recreation enthusiasts, whitewater enthusiasts

## 2024 Logo



# Sponsorship Opportunities

## Whitewater Sponsorship - \$4,000

**[NEW! Exclusive!]**

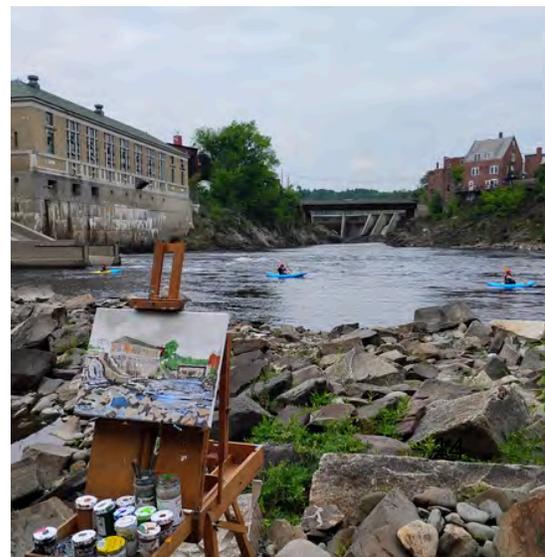
- Logo incorporated into NEW River Days logo
- Logo on banner hung in a high traffic area for June - September
- Logo on 3x6 banner hung at all four River Days events
- LEAD sponsor in all email correspondence (logo linked)
- Mentioned as LEAD sponsor in radio ads
- Logo listed with top billing in all print advertising
- Logo listed with top billing in all flyers and posters
- Logo in Facebook event banner
- Tagged in two boosted posts on Facebook
- Tagged in four exclusive Facebook posts
- Complimentary vending space on any event day



## Wave Shaper Sponsorship - \$1,500

**[NEW! Multiple Available]**

- Logo on 3x6 hung at all four River Days events
- Logo (linked) in all email correspondence
- Named in radio ads
- Logo listed in all printed ads
- Logo listed in flyers/posters
- Tagged in one boosted post on Facebook
- Tagged in two exclusive posts on Facebook
- Complimentary vending space any event day



# Sponsorship Opportunities

## **Paddling Film Festival Sponsor - \$1,000**

### ***[NEW! Exclusive!]***

- Logo (linked) included in all emails pertaining to Paddling Film Festival
- Name (linked) in all other River Fest email correspondence
- Named (linked) on event schedule webpage
- Tagged in Facebook posts promoting the film festival (posted on the Main Street Skowhegan and Skowhegan Outdoors Facebook pages)
- Named as sponsor in Facebook event

## **Chainsaw Carving Sponsor - \$800**

### ***[NEW!]***

- Logo on banner by chainsaw carving station
- Named (linked) in all email correspondence
- Named (linked) on event schedule webpage
- Tagged in exclusive Facebook post

## **Beer Garden Sponsor - \$400**

### ***[NEW! Multiple available]***

- Logo on banner placed in high traffic area (beer garden)
- Named (linked) in all email correspondence
- Named (linked) on event schedule webpage
- Tagged in exclusive Facebook post promoting Beer Gardens

## **Carriage Sponsor - \$800**

### ***[Exclusive]***

- Logo on banner attached to carriage
- Named (linked) in all email correspondence
- Named (linked) on event schedule webpage
- Tagged in exclusive Facebook post

## **Glowstick Paddle Sponsor - \$600**

### ***[SOLD]***

- Logo placed on banner at the Glowstick Paddle launch
- Named as sponsor in Facebook event
- Name (linked) in all email correspondence
- Named (linked) on event schedule webpage
- Exclusive Facebook post promoting event

## **Music Sponsor - \$400**

### ***[NEW! Multiple Available]***

- Logo on banner placed on music tent
- Thanked before and after musical performances
- Tagged in exclusive Facebook post promoting musical acts

## **Kids Activities - \$200**

### ***[NEW! Multiple Available]***

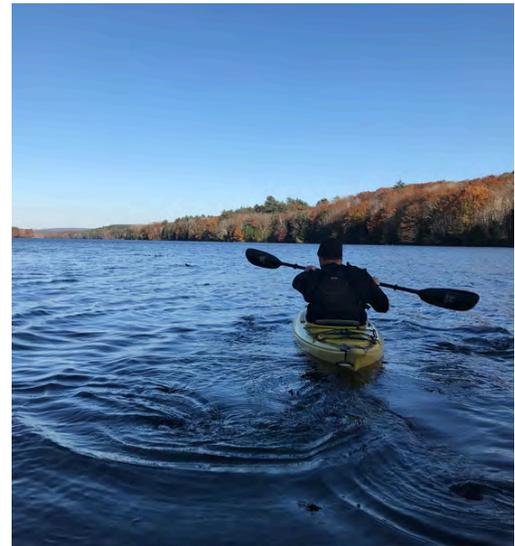
- Named (linked) on event schedule webpage
- Tagged in Facebook posts promoting event

# Sponsorship Opportunities

## **Kennebec River Ramble Lead Sponsor - \$1,000**

### ***[NEW! Exclusive]***

- Thanked during welcome speech
- 3'x6' Banner at check-in
- Opportunity to place promotional materials at check-in table
- Logo placed on event map
- Top billing (linked) on promotional emails
- Named in Facebook event
- Exclusive boosted Facebook post (Skowhegan Outdoors account)



## **Shuttle Sponsor - \$800**

### ***[NEW! Exclusive]***

- Name and logo on sign by shuttle
- Opportunity to place promotional materials at check-in table
- Linked logo in promotional emails
- Included in Facebook posts promoting the event (Skowhegan Outdoors account)



## **Hydration & Caffeination Sponsor - \$400**

### ***[NEW! Exclusive]***

- Name and logo on sign by coffee/tea station at check-in
- Named in event promo emails
- Included in Facebook posts promoting event (Skowhegan Outdoors account)



## **Speaker Sponsor - \$200**

### ***[NEW! Multiple available]***

- Thanked before speaker segment
- Named in event promo emails
- Included in Facebook posts promoting event (Skowhegan Outdoors account)

# SKOWHEGAN Craft Brew Fest

Saturday, August 23rd

The **Skowhegan Craft Brew Festival** attracts over 1,300 attendees and connects visitors and residents to Maine craft beverages while promoting Skowhegan as a locally-sourced food and craft brew destination. Learn more at

[SkowheganCraftBrewFest.com](http://SkowheganCraftBrewFest.com)

## Event Impact

- Over 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 beverage connoisseurs from across the country



# Sponsorship Opportunities

## VIP Hour Sponsor - \$2,500

*[First right of refusal to 2024 sponsor]*

- Sponsorship of VIP Hour
- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Opportunity to speak during event
- Booth/table space during 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 all brew fest emails
- Inclusion in press release

## General Admission - \$2,000

*[First right of refusal to 2024 sponsor]*

- Exclusive sponsorship 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 all brew fest emails
- Inclusion in press releases



## Crowd Gate Covers - 3 year commitment: \$2,000 first year, \$1,500 following years

- Logo featured on Crowd Gate Covers
- 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 in emails

# Sponsorship Opportunities



## Sunglasses Sponsor - \$1,750

*[First right of refusal to 2024 sponsor]*

- Logo on sunglasses included in VIP swag bags
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and 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)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Picnic Table Sponsor - \$1,500

*[First right of refusal to 2024 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, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Music Sponsors - \$1,500

*[First right of refusal to 2024 sponsors]*

- Large banner near band
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

# Sponsorship Opportunities

## **Best in Brew Sponsor - \$1,500**

*[First right of refusal to 2024 sponsor]*

- Logo on the Best in Brew voting form provided 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, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## **Brewer Gift Bag Sponsor - \$1,200**

*[First right of refusal to 2024 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, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## **Games Sponsor - \$1,200**

*[SOLD]*

- 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, and 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 2024 sponsor]*

- Logo on wristbands given to all attendees (expecting 1,300+)
- Six VIP passes
- Banner on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and 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 2024 sponsor]*

- Logo on all ticket pages 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, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## **Misting Tent Sponsor - \$1,200**

*[First right of refusal to 2024 sponsor]*

- Signage at misting station
- Four VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

# Sponsorship Opportunities



## Wayfinding Sponsor - \$1,200

*[First right of refusal to 2024 sponsor]*

- Logo on 4 wayfinding maps located on festival grounds
- Four VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and 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 (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on Brew Fest emails



## Media Package - \$650

*[Unlimited]*

- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails

# Sponsorship Opportunities

## Tent Package - \$300

*[15 available]*

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

## Perimeter Fence Sign Package - \$200

*[Unlimited]*

- Banner on perimeter fence (around festival)
- Two General Admission passes

## VIP Gift Bag Item - \$100

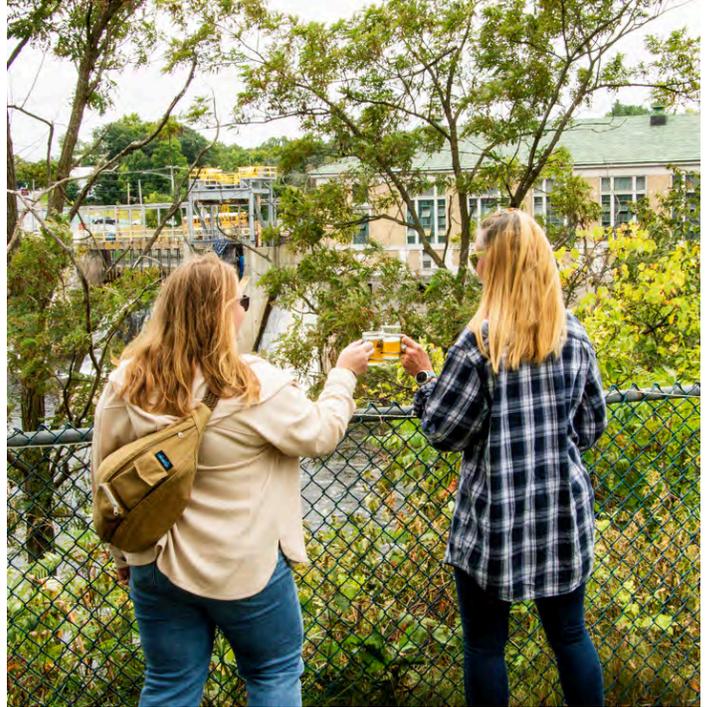
*[Unlimited]*

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

## Brewer Gift Bag Item - \$50

*[Unlimited]*

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



# DINNER *in the Park*

Saturday, September 27th

**Dinner in the Park** is a fundraising event that features appetizers, a locally-sourced meal, dessert, a cash bar, a live auction, and dancing in Coburn Park under the September stars

## 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

## Target Demographic

Community-minded individuals,  
couples 40+

# Sponsorship Opportunities

## Major Event Sponsor - \$2,000

*[Three available. First right of refusal to 2024 sponsors]*

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

## Dinner Sponsor - \$1,000

*[Four available. First right of refusal to 2024 sponsors]*

- 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 high-visibility area
- 2 tickets to the event

## Lighting Sponsor - \$1,500

*[Exclusive. First right of refusal to 2024 sponsor]*

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

## Beverage Sponsor - \$750

*[Exclusive. First right of refusal to 2024 sponsor]*

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

## Dessert Sponsor - \$750

*[Exclusive. First right of refusal to 2024 sponsor]*

- Logo on dessert napkins
- Logo on program
- Logo (linked) on event webpage
- Company banner at dessert station
- Mentioned in dedicated Facebook post
- 2 tickets to event



# Sponsorship Opportunities

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## Cocktail Sponsor - \$750

*[First right of refusal to 2024 sponsor]*

- Logo on cocktail napkins
- Logo on program
- Logo (linked) on event webpage
- Company banner at bar
- Mentioned in dedicated Facebook post
- 2 tickets to event

## Auction Sponsor - \$750

*[First right of refusal to 2024 sponsor]*

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

## Photography Sponsor - \$500

*[First right of refusal to 2024 sponsor]*

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

## Wine Roulette Sponsor - \$300

***[Exclusive]***

- Mentioned in program book
- Logo on sign

## Appetizer Sponsor - \$750

*[First right of refusal to 2024 sponsor]*

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

## Entertainment Sponsor - \$750

***[SOLD]***

- Logo on entertainment page of program
- Company banner hung by the stage
- Mentioned in a dedicated Facebook post about entertainment
- Logo on event webpage
- 2 tickets to event

## Shooting Star Sponsor - \$500

*[First right of refusal to 2024 sponsor]*

- Mentioned in a Facebook post
- Logo on banner
- Logo on winning "Stars"
- Thanked during the event winners announcement

## Table Sponsors - \$200

***[7 available]***

- Logo placed a minimum of 4 tables during event

# #SHOPSMALL *Week*

**Saturday, November 29th - Saturday, December 6th**

**#ShopSmall Week** and **Small Business Saturday** promote shopping at locally-owned businesses in Skowhegan by offering various incentives to participants. Learn more at [MainStreetSkowhegan.org](http://MainStreetSkowhegan.org)

## **Event Impact**

- Participating businesses regularly enjoy their best sales day of the year (sometimes best sales day EVER!) on Small Business Saturday
- Bring 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 extent marketing messages

## **Target Demographic**

Local shoppers who may have never been to your business—and will likely come

# Sponsorship Opportunities

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## **#ShopSmall Week Sponsor - \$1,000** *[First right of refusal to 2024 sponsor]*

- Logo on front 600 printed passports for distribution to shoppers before and during #ShopSmall Week
- Named as sponsor in radio ads before and during #ShopSmall Week
- Named as sponsor in Facebook event
- 2 boosted Facebook post from MSS account, 2 Facebook post from Center for Entrepreneurship Facebook page
- Logo (linked) on the event page
- Logo on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)
- Named as sponsor in press release to the media

## **#ShopSmall Week Social Media Sponsor - \$400** *[Unlimited]*

- 2 exclusive Facebook posts on both the MSS Facebook page and Skowhegan Center for Entrepreneurship Facebook page, 2 exclusive story posts on the VisitSkowhegan and Center for Entrepreneurship Instagram accounts
- Logo on back of 600 printed passports for distribution to shoppers before and during #ShopSmall week
- Logo (linked) on the event webpage
- Named as sponsor in radio ads before and during #ShopSmall week
- Named as sponsor on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)

## **#ShopSmall Week Business Profile Sponsor - \$150** *[Unlimited]*

- Named as a sponsor in a Facebook "Business Profile" post on the Skowhegan Center for Entrepreneurship's Facebook and Instagram accounts and shared to the MSS Facebook page
- Logo (linked) on the event webpage
- Named as sponsor on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)

# SKOW- Whoville

Friday, December 5th - Saturday, December 6th

Downtown Skowhegan transforms into **SKOW-Whoville** annually on the first week of 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 SKOW-WhoCrawl!

Learn more at [Skow-Whoville.org](http://Skow-Whoville.org)

## Event Impact

- Attracts thousands of people to Skowhegan who are exposed to local businesses for several hours
- Businesses can 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

## Target Demographic

Families from the region with young children



**SKOW-WHOVILLE**



# Sponsorship Opportunities

## SKOW-Whoville Lead Sponsor - \$3,000

*[First right of refusal to 2024 sponsor]*

- Holiday Parade Lead Sponsor
- Thanked as a sponsor in :15 ad aired for a month at the Strand Cinema
- Top billing in all print and radio ads
- Logo on a 3'x6' banner carried at the head of parade. Banner hung in high visibility location during the Whoville 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 - \$2,000

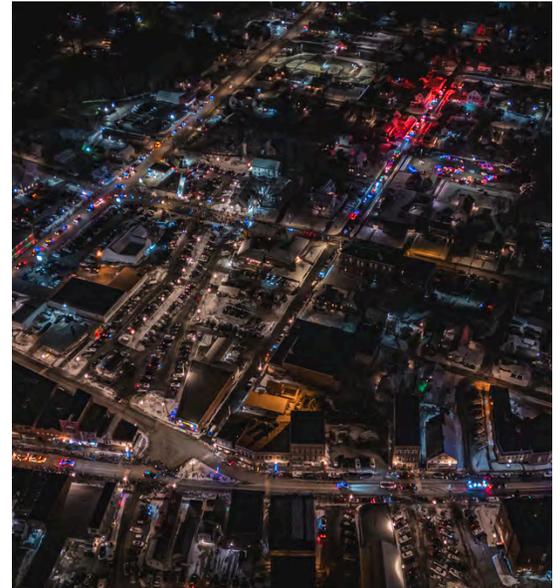
*[First right of refusal to 2024 sponsor]*

- Thanked as a sponsor in :15 ad aired for a month at the Strand Cinema
- Included in all print, radio ads
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Included in social media posts promoting the parade and SKOW-WhoVillage
- Facebook posts (SKOW-Whoville and Main Street Skowhegan pages)
- Logo and name linked on SKOW-Whoville webpage footer
- Logo and name linked in at least two promotional emails

## Mistletoe Sponsorship - \$1,000

*[Unlimited]*

- Thanked as a sponsor in :15 second ad aired for month at the Strand Cinema
- Included in print & radio ads:
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Tagged in 2 Facebook posts
- Logo (linked) on webpage footer
- Logo (linked) in at least two promotional emails



# Sponsorship Opportunities

## Carriage Rides Sponsorship - \$1,000

*[Right of first refusal to 2024 sponsor]*

- Included in print & radio ads:
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3'x6' banner with logo on carriage
- Named as a 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 promotional emails

## Roast Beast Sponsor - \$1,000

*[Right of first refusal to 2024 sponsor]*

- Included in print & radio ads:
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3'x6' banner with logo at Singing Pig station
- Named as a 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 promotional emails

## Parade Prize Sponsor - \$750

*[Multiple available]*

- Recognized as \$100 and \$50 cash prize sponsor in all print and social media
- Logo on parade voting signage posted Downtown
- Logo on parade voting online form
- Logo on SKOW-Whoville Parade webpage
- Named/linked in SKOW-Whoville website footer
- Tagged in one exclusive SKOW-Whoville post
- Listed as sponsor on Facebook event

## Bridge Decoration Sponsorship - \$1,000

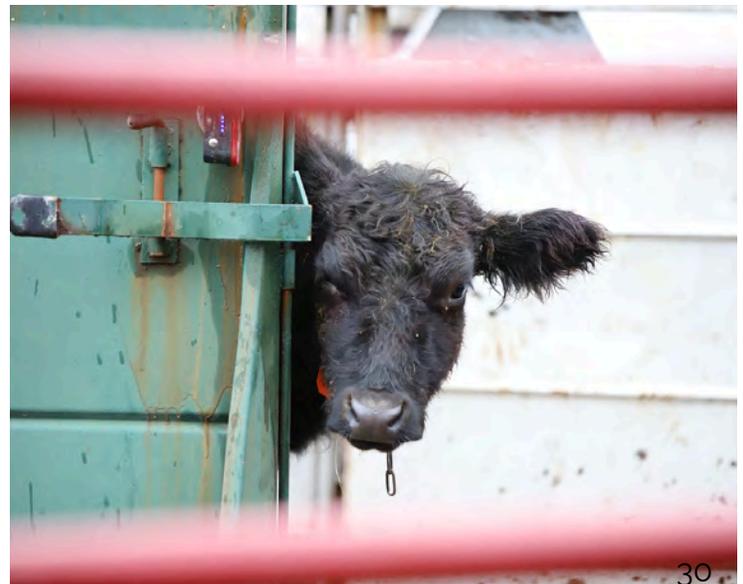
*[Right of first refusal to 2024 sponsor]*

- Included in print & radio ads:
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- Logo on 3'x6' banner on the walking bridge
- Tagged in 2 Facebook posts promoting decorations
- Logo (linked) on webpage footer
- Logo (linked) in at least two promotional emails

## Petting Zoo Sponsor - \$1,000

*[SOLD]*

- Included in print & radio ads:
  - Full page ad in the Morning sentinel
  - 2,250 handouts sent to MSAD 54 families
  - Radio sponsor tag
- 3'x6' banner with logo at petting zoo
- Named as a 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 promotional emails



# Sponsorship Opportunities

## Skowhegan Outdoors Sponsor - \$750

*[First right of refusal to 2024 sponsor]*

- Included in print:
  - Full page ad in the Morning Sentinel
  - 2,250 handouts to MSAD 54 families
- Opportunity to give out business promo items to families during programming
- 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 2024 sponsor]*

- Included in print:
  - Full page ad in the Morning Sentinel
  - 2,250 handouts to MSAD 54 families
- Logo on 3'x6' banner hung near items
- Named 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

*[2 available. First right of refusal to 2024 sponsors]*

- 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 two promo emails

# Sponsorship Opportunities



## **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 two promo emails

## **Whoville Activity Sponsor - \$350**

***[Unlimited]***

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

## **Coloring Pages - \$100**

***[Unlimited]***

- Logo featured on Whoville coloring page provided as a free children's activity



## Saturday, December 6th

The **SKOW-WhoCrawl** is quickly becoming the hottest holiday event on the MSS 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.

### Event Impact

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

### Target Demographic

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

### **SKOW-WhoCrawl Lead Sponsor - \$1,000** *[First right of refusal to 2024 sponsor]*

- Top billing in all print and social media posts
- Logo on 3'x6' carried to each SKOW-WhoCrawl stop
- 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 the Crawl
- Logo (linked) on WhoCrawl webpage (top billing)
- Logo (linked) in at least two WhoCrawl promotional emails (top billing)

### **SKOW-WhoCrawl Ugly Sweater Sponsor - \$500** *[First right of refusal to 2024 sponsor]*

- Recognized as the \$100 cash prize sponsor in all print and social media
- Thanked in front of full bar during the Ugly Sweater Contest
- Logo on SKOW-WhoCrawl promo poster hung around Skowhegan
- Tagged in one 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 Photo Booth Sponsor - \$500** *[First right of refusal to 2024 sponsor]*

- 4'x8' photo booth with logo in downtown Skowhegan
- Logo on SKOW-WhoCrawl promo poster hung around Skowhegan
- Tagged in one 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** *[SOLD]*

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

### **Drink Menu Sponsor - \$250** *[First right of refusal to 2024 sponsor]*

- Logo on WhoCrawl drink menus (given to all attendees)
- Named as sponsor on WhoCrawl webpage
- Listed as sponsor in Facebook event

# SOMERSET *SnowFest*

**School Vacation - February 2026**

**Somerset SnowFest** features 8 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](https://SomersetSnowFest.org).

## Event Impact

- Attracts visitors for an extended stay in the Skowhegan Area
- 2,000 people in town during skijoring event
- Boosted sales at local businesses during slow season
- Local families exposed to your marketing messages
- \$12,000+ in event marketing spent in 2024!
- Past festival visitors have hailed from all over the country!

## Target Audience

- Outdoor recreation enthusiasts throughout Maine and New England, local families



# Sponsorship Opportunities

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## **Somerset SnowFest Major Sponsor - \$3,000** *[First right of refusal to 2025 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 a 4'x20' street banner over Skowhegan rotary
- Logo included on banners with weekend schedule at every major SnowFest activity
- Tagged in at least one livestream on Somerset SnowFest Facebook page
- Included in TV ads promoting SnowFest
- Named as lead sponsor in SnowFest press release
- Logo (linked) in footer of event website and 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 2025 sponsor]*

- Include *"presented by [Business Name]"* on the Skijor Skowhegan logo and associated Skijor Skowhegan marketing/advertising materials
- Included in press release as a lead sponsor
- 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 three skijor teams
- Thanked and recognized at associated parties and race opening
- Logo (linked) on SnowFest event emails (min. two)
- Logo (linked) in Skijor Skowhegan dedicated promo email
- Skijor/Baxter logo on event swag

# Sponsorship Opportunities

## **Skijor Skowhegan Awards Underwriter- \$2,000** *[Right of first refusal to 2025 Sponsor]*

- Opportunity to present awards at the final awards ceremony (pro and novice combined).
- 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



# Sponsorship Opportunities

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## **Kids' Box Sled Derby - \$2,000** *[First right of refusal to 2025 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

## **Skowhegan Outdoors SnowFest Supporter - \$1,800** *[First right of refusal to 2025 sponsor]*

- 2'x4' Banner at every activity facilitated by the Skowhegan Outdoors group including the popular **Yeti Hunt** (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

## **Horse-Drawn Sleigh Rides - \$1,500** *[First right of refusal to 2025 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 2025 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

# Sponsorship Opportunities



## Fun at Lake George Regional Park LEAD Sponsor - \$2,500

*[First right of refusal to 2025 sponsor]*

- 3'x6' banner hung in high-visibility area at Kids Box Sled Derby, Ice Hole World Championship, Down-hill Kayak Race, and Ice Fishing Derby.
- Opportunity to speak at any MC'd Lake George event (box sled race, kayak race, ice hole)
- Thanked at MC'd events at Lake George (box sled race, kayak race, 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

## Lake George Fishing Derby - \$1,500

*[First right of refusal to 2025 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

## Ice Hole World Championship Sponsor - \$1,500 *[First right of refusal to 2025 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

# Sponsorship Opportunities

## **Skijor Gold Partner - \$1,500** *[First right of refusal to 2025 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

## **Live Remote Sponsor - \$1,000** *[NEW!]*

- Thanked during live remote broadcast (Fun at Lake George)
- Included in 30 LIVE on-air mentions prior to the event
- Included in 30 pre-recorded promos
- Logo linked on Somerset Snowfest Sponsor webpage
- One exclusive mention on the Somerset Snowfest Facebook page
- Logo (linked) in Snowfest event emails (min. 2)
- Named (linked) as the Live Remote Sponsor in online schedule and event registration page

## **Downhill Kayak Race Sponsor - \$1,000** *[First right of refusal to 2025 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 7

## **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



# Sponsorship Opportunities

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## **Skijor Jump Sponsor - \$1,000 [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 Warming Hut Sponsor - \$500 [First right of refusal to 2025 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 2025 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 on track fencing

## **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

*Thank you  
for supporting  
Main Street Skowhegan!*

