

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!]

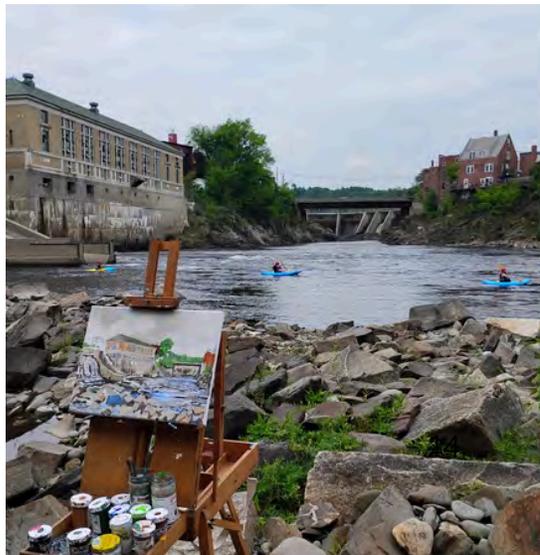
- Logo incorporated into NEW River Days logo
- Logo on banner hung in a high traffic area for June - September
- Logo on 3x6 banner hung at all four River Days events
- LEAD sponsor in all email correspondence (logo linked)
- Mentioned as LEAD sponsor in radio ads
- Logo listed with top billing in all 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)