

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

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

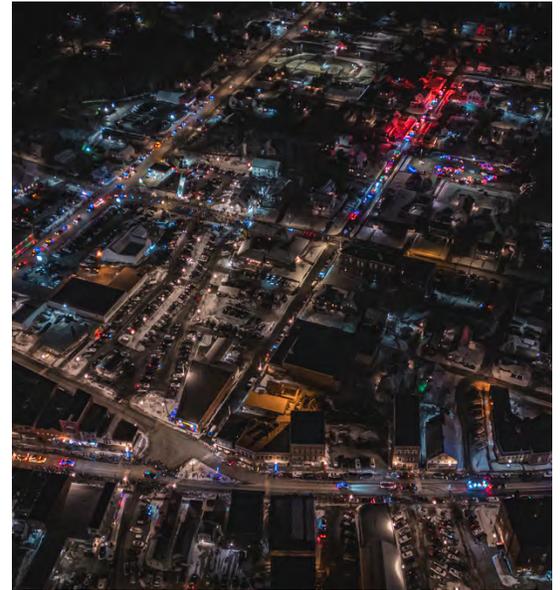
[First right of refusal to 2024 sponsor]

- Thanked as a sponsor in :15 ad aired for a month at the Strand Cinema
- Included in all print, radio ads
 - Half 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:
 - Half 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:
 - Half 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:
 - Half 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:
 - Half 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:
 - Half 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:
 - Half 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:
 - Half 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