

SKOWHEGAN LOG DAYS

SPONSORSHIP OPPORTUNITIES



Inspired by Skowhegan's historic Log Days and the legacy of river logging on the Kennebec River, **Skowhegan Log Days** is a high-energy, heritage-forward summer event celebrating timber sports, working waterfront history, and community pride.

The event blends lumberjack competitions, logging demonstrations, chainsaw carving, street-fair vendors, live music, family activities, food and beer gardens, paddling events, and hands-on heritage experiences—all set along the banks of the river in the heart of Skowhegan—creating something for everyone to enjoy.

EVENT IMPACT:

- 2,500+ attendees exposed to sponsor marketing for several hours
- Visitors travel to Skowhegan and spend money at locally owned businesses
- Strong appeal to Maine heritage, trades, outdoor recreation, and tourism audiences
- Multi-channel promotion: social media, email, digital, print, and on-site visibility

TARGET AUDIENCE:

Local families and residents, visitors and summer tourists, outdoor recreation and timber sports enthusiasts, craft food & beverage seekers, and anyone who is interested in heritage and local history.



\$5,000

PREMIER PARTNERS

Log Days Presenting Sponsor*

Exclusive Benefits:

- Event named: Skowhegan Log Days presented by [Sponsor Name]
- Logo incorporated into official Log Days branding
- Largest logo placement on all banners, posters, flyers, and print ads
- Logo in Facebook event banner
- Thanked by emcee before and After headline programming
- Premium vendor space in high-visibility area
- Logo (linked) in event emails (min. three)
- Facebook mentions (min. three)
- Logo included in 30-second event video (used for future promotion)

All Premier Partner Level Benefits:

- Logo banner in high-visibility area
- Logo on promotional flyers and posters
- Logo (linked) on Log Days webpage
- Logo displayed on printed schedule
- Named in press release to media outlets
- Opportunity to distribute branded promotional items
- Mentioned in promotional blog post

\$4,000

Timber Boss*

Exclusive Benefits:

- Title sponsor: Lumberjack Competition, sponsored by [Sponsor Name]
- Vendor space in high-visibility area
- Thanked by emcee during peak attendance times
- Logo on all main event banners
- Logo (linked) in event emails (min. two)
- Facebook mentions (min. two)

\$3,000

Lumberjack Competition Awards Underwriter

Exclusive Benefits:

- Logo on banner during awards ceremony
- Named during competition announcements
- Vendor space in high-visibility area
- Logo (linked) in event emails (min. three)
- Facebook mentions (min. two)

* 1 available. First right of refusal to last year's sponsor

SKOWHEGAN LOG DAYS
SPONSORSHIP OPPORTUNITIES

\$2,500

ACTIVITY SPONSORS

LEAD SPONSORSHIP BUNDLE OPPORTUNITIES

Kennebec River Sponsor*

Exclusive Benefits:

- Logo on banner at the following events:
 - Glowstick Paddle**
 - River Frenzy**
 - River Race**

Family Fun Zone Sponsor*

Exclusive Benefits:

- Logo on banner at the following events:
 - Carriage Rides**
 - Costume Photo Booth**
 - Kids' Wood Cookie Painting**
 - Sluggo Appearance** (Sea Dogs Mascot)
 - Touch-A-Truck** (w/Skowhegan Fire Department)

All Activity Bundle Level Benefits:

- Logo on all promotional flyers & posters
- Business profile on Facebook
- Mentioned in blog post about event
- Logo (linked) in event emails (min. two)
- Logo (linked) on Log Days webpage
- Facebook mentions (min. two)

* 1 available. First right of refusal to last year's sponsor

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Moonlight Madness Sponsor*

Exclusive Benefits:

- Thanked by emcee at Moonlight Madness and Lumber Jack & Jill Runway Competition
- Logo on 2 banners at Moonlight Madness

Bites & Sites Tour Sponsor*

Exclusive Benefits:

- Thanked at the beginning and end of each food tour (Six tours over summer 2025)
- Logo on custom tote bag given to all tour participants
- Opportunity to place promotional materials in tote bag given to all tour participants
- Mentioned in 8 promotional Facebook posts
- Logo (linked) on all promotional emails

* 1 available.

SKOWHEGAN LOG DAYS
SPONSORSHIP OPPORTUNITIES

\$1,000

SINGLE ACTIVITY SPONSORS

Log Days Parade Sponsor*

Exclusive Benefits:

- Logo displayed on banner at the front of parade
- Mentioned in dedicated social media post
- Mentioned in blog post about event
- Named in press release to media outlets

* 1 available.

All Single Activity Level Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Log Days webpage
- Facebook mentions (min. two)

Single Activity Supporting Sponsor

Select from:

- **Carriage Rides**
- **Chainsaw Carving**
- **Costume Photo Booth**
- **Glowstick Paddle**
- **Guided Mountain Bike Ride**
- **Kids' Wood Cookie Painting**
- **River Frenzy**
- **River Race**
- **Sluggo Appearance (Sea Dogs Mascot)**

Exclusive Benefits:

- Logo on banner at activity area
- Included in blog post about event

Multiple available.

\$750

Jack & Jill Runway Competition

Exclusive Benefits:

- Logo on banner at activity area
- Included in blog post about event
- Thanked by Moonlight Madness emcee

Multiple available.

SKOWHEGAN LOG DAYS
SPONSORSHIP OPPORTUNITIES

\$1,000

ENTERTAINMENT SPONSORS

Live Music Sponsor

Exclusive Benefits:

- Logo on banner at music stage
- Thanked on-stage before and after performances

3 available.

All Entertainment Level Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Log Days webpage
- Facebook mentions (min. two)

\$750

Official Event Photo Sponsor*

Exclusive Benefits:

- Logo watermarked on photos in post-event photo gallery
- Mentioned in dedicated social media post

** 1 available.*

Beer Garden Sponsor

Exclusive Benefits:

- Logo banner in high-traffic beer garden

3 available.

\$500

COMMUNITY SUPPORTERS

Storytelling Sponsor

- Logo linked on event page
- Named/thanked in event email
- Tagged and thanked in social media post

Multiple available.

\$250

Local Business Supporter Sponsor

- Name listed on event webpage
- Thanked in group sponsor social media post

Multiple available.

SKOWHEGAN LOG DAYS
SPONSORSHIP OPPORTUNITIES