

SPONSORSHIP OPPORTUNITIES

2026



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Main Street Skowhegan

OVERVIEW

Main Street Skowhegan is a 501(c)(3) nonprofit organization dedicated to the ongoing revitalization of Skowhegan, Maine. Founded in 2005 by a committed group of local citizens, Main Street Skowhegan works to strengthen the community through economic development, placemaking, outdoor recreation, entrepreneurship, and events.

Our work is powered by a dedicated staff, AmeriCorps members, a committed Board of Directors, and more than 200 volunteers who help bring major initiatives and community events to life.

Our mission is to celebrate Skowhegan's rich heritage while building a strong future as a thriving economic, cultural, and recreational community where residents and visitors alike can enjoy a high quality of life.

Current Projects and Initiatives

Your sponsorship helps support a wide range of community-building efforts, including:

- **Skowhegan Outdoors** — free outdoor recreation programs and gear lending based at 65 Water Street
- **Skowhegan Center for Entrepreneurship** — coworking, meeting space, trainings, business support, and events at 181 Water Street
- **Technical Assistance Grants** for local businesses
- **Business Lab and Pitch Competitions** for entrepreneurs, including youth entrepreneurs
- **The Food Incubator project** at the Skowhegan Center for Entrepreneurship
- **Skowhegan River Park** fundraising and project management, with more than \$6 million raised to date
- **Riverfront development** fundraising and project management, with more than \$2 million raised
- **Trail planning, development, and enhancement** throughout Skowhegan
- **Village Design and Village Partnership Initiative** in collaboration with the Town, helping create a more welcoming and connected commercial area for pedestrians and cyclists
- **Skowhegan marketing efforts**, including visitor guides, VisitSkowhegan.com, and @VisitSkowhegan social media channels
- **Events and festivals** that bring people to Skowhegan and support local businesses
- **The Langlais Art Trail**, promoting Skowhegan's 20+ Bernard Langlais sculptures as part of a broader Maine arts experience
- **Community beautification efforts**, including street pole banners, birdhouses, riverfront green spaces, holiday lights, and the Triangle Garden

Learn more at [MainStreetSkowhegan.org](https://www.MainStreetSkowhegan.org).



Main Street Skowhegan

2026 EVENT SCHEDULE

We are refreshing our events lineup and looking ahead to another exciting season in Skowhegan. From longtime community favorites to new experiences, our calendar is designed to bring people together, celebrate all that makes this community special, and create opportunities to gather throughout the year. Take a look at what's ahead below, and be sure to mark your calendars.

July 9-11 | SKOWHEGAN LOG DAYS

Experience the excitement of a lumberjack competition and river activities, enjoy local food, and connect with your neighbors. This summer festival offers a unique blend of fun for everyone.
www.SkowheganLogDays.com

September 5 | SKOWHEGAN CRAFT BREW FEST

Each year, the Skowhegan Craft Brew Fest brings together more than 1,300 attendees to celebrate Maine craft beverages and Skowhegan's locally sourced food scene.
www.SkowheganCraftBrewFest.com

September 26 | DINNER IN THE PARK

Join us in Coburn Park for the 9th Annual Dinner in the Park, a unique outdoor dining experience celebrating community, connection, and Maine's harvest season.
www.DinnerInThePark.com

November 28 - December 5 | #SHOPSMALL WEEK

Celebrate #ShopSmall Week in Skowhegan with our annual Passport to Savings program, beginning on Small Business Saturday. Join us for a festive week of shopping local and supporting small businesses.
www.MainStreetSkowhegan.org/small-business-saturday/

December 5-6 | SKOW-WHOVILLE & SKOW-WHOCRAWL

Skow-Whoville brings festive fun, family activities, and holiday cheer to Skowhegan each season. Join us for a joyful celebration filled with community spirit and seasonal magic.
www.Skow-Whoville.org

February 13-20 | SOMERSET SNOWFEST 2027
February 20 | SKIJOR SKOWHEGAN 2027



Main Street Skowhegan

PARTNERSHIPS

Your generosity makes this work possible and comes with special recognition.

When your total 2026 contributions to Main Street Skowhegan, including in-kind support, reach one of the levels below, you will be recognized as an official Main Street Skowhegan partner.

\$10,000 | KENNEBEC RIVER PARTNER

- Linked logo and recognition as a Kennebec River Partner in the footer of MainStreetSkowhegan.org
- Linked logo and recognition as a Kennebec River Partner in the footer of two monthly email newsletters sent to more than 3,000 contacts
- Logo and recognition as a Kennebec River Partner on the Main Street Skowhegan Partners & Affiliates webpage
- Six VIP tickets to the Skowhegan Craft Brew Festival
- Six tickets to Dinner in the Park
- Main Street Skowhegan supporter window sticker

\$7,500 | BIG EDDY PARTNER

- Linked logo and recognition as a Big Eddy Partner in the footer of MainStreetSkowhegan.org
- Linked logo and recognition as a Big Eddy Partner in the footer of two monthly email newsletters sent to more than 3,000 contacts
- Logo and recognition as a Big Eddy Partner on the Main Street Skowhegan Partners & Affiliates webpage



SPONSORSHIP OPPORTUNITIES



OUR MISSION

The Skowhegan Outdoors AmeriCorps Program connects people to the outdoors through inclusive recreation programs that promote health, stewardship, and community vitality.

Our programs strengthen individual well-being while supporting economic activity, environmental awareness, and long-term community resilience.

SPONSORSHIP BENEFITS

When you sponsor Skowhegan Outdoors, you are investing in people, place, and possibility—helping build a healthier community, a stronger outdoor culture, and a more vibrant region.

- *Visible Community Impact*
- *Align Your Brand with Health & Wellbeing*
- *Targeted Outdoor Enthusiasts*
- *Local Economic Support*
- *Custom Partnership Opportunities*



SKOWHEGAN OUTDOORS IS A PROGRAM OF MAIN STREET SKOWHEGAN

www.skowheganoutdoors.com | 6.

SKOWHEGAN OUTDOORS: Rooted in Community, Open to Everyone

At Skowhegan Outdoors, our work is grounded in the belief that access to the outdoors should never be limited by cost, experience, or equipment. Through our Basecamp Gear Library and robust schedule of free programs, we remove barriers and create welcoming entry points for people to connect with nature and with one another.

These initiatives are central to how we serve the Skowhegan community and strengthen our region's outdoor culture.

Basecamp Gear Library: Access Without Barriers

The Basecamp Gear Library is a free outdoor equipment lending program designed to ensure that anyone who wants to get outside has the tools they need to do so safely and confidently.

From cross-country skis and snowshoes to watercrafts and camping essentials, the Basecamp Gear Library allows community members to try new activities, build skills, and enjoy Maine's outdoors without the financial burden of purchasing equipment.

By sharing gear, we:

- **Lower the cost** of entry to outdoor recreation
- **Support families, students, and participants**
- **Encourage confidence** in outdoor activities
- **Promote sustainability** through shared resources

The Basecamp Gear Library is more than equipment—it is an invitation to participate, explore, and belong.

Low & No-Cost Programs That Build Connection

In addition to gear access, Skowhegan Outdoors offers a wide range of free, professionally led outdoor programs throughout the year. These programs are intentionally designed to be inclusive, approachable, and community-focused.

Our offerings include guided outings, skill-building sessions, introductory clinics, and seasonal adventures that welcome participants of all ages and experience levels.

These programs:

- **Foster physical and mental well-being**
- **Create social connections and reduce isolation**
- **Introduce new outdoor skills in a supportive environment**
- **Strengthen appreciation for local natural resources**



Our full schedule of upcoming programs:



BLACK DIAMOND SPONSORS

◆◆ Partner Sponsor*

What you make possible:

Year-round, professionally led outdoor programs and community trainings that advance health, environmental stewardship, and local economic vitality. Sponsorship expands access to gear, instruction, and leadership development opportunities for people of all ages, creating clear pathways for participation and growth.

Exclusive Benefits:

- Logo presented with top billing on all promotional materials and websites
- Co-Branding opportunity for the Summer Learning Series, such as "Skowhegan Outdoors Summer Learning Series, brought to you by [Sponsor Name]"
- Logo on Skowhegan Outdoors donorwall
- Logo displayed on program calendar as "presenting sponsor"
- Large logo on Basecamp Gear Library rotating TV promotion
- Opportunity to display promotional materials at Basecamp Gear Library
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 10 exclusive posts on each

Black Diamond Sponsorship Benefits:

- Logo on all Skowhegan Outdoors printed promotional materials
- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Included in all press releases regarding completed community trainings
- Opportunity to attend and speak at all post-training celebrations and/or graduation ceremonies
- Large logo in promotional video in rotation in community hub at Basecamp Gear Library

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

\$3,000

◆ Supporting Sponsor

What you make possible:

A custom Skowhegan Outdoors "Elevate" experience for your team while helping expand community trainings and outdoor programs that build skills, confidence, and local leadership.

Benefits:

- Discount on Skowhegan Outdoors Business Retreat package (10-25 participants)
- Logo on Skowhegan Outdoors donorwall
- Opportunity to display promotional materials at Basecamp Gear Library
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 8 exclusive posts on each
 - Included in posts thanking sponsor after each training



\$2,500

BLUE SQUARE SPONSORS

Youth Programs Presenting Sponsor

What you make possible:

This sponsorship helps provide essential outdoor gear, hands-on instruction, nutritious lunches, and other program resources that make it possible for young people to fully engage in year-round learning, recreation, and outdoor experiences.

Exclusive Benefits:

- Logo on Skowhegan Outdoors printed promotional materials
- Logo on Skowhegan Outdoors donorwall
- Opportunity to display promotional materials at Basecamp Gear Library
- Outdoor program sponsorship (for one calendar year; seasonal activity promotion)
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 10 exclusive posts on each

Blue Square Sponsorship Benefits:

- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Logo in promotional video in rotation in community hub at Basecamp Gear Library

\$1,000

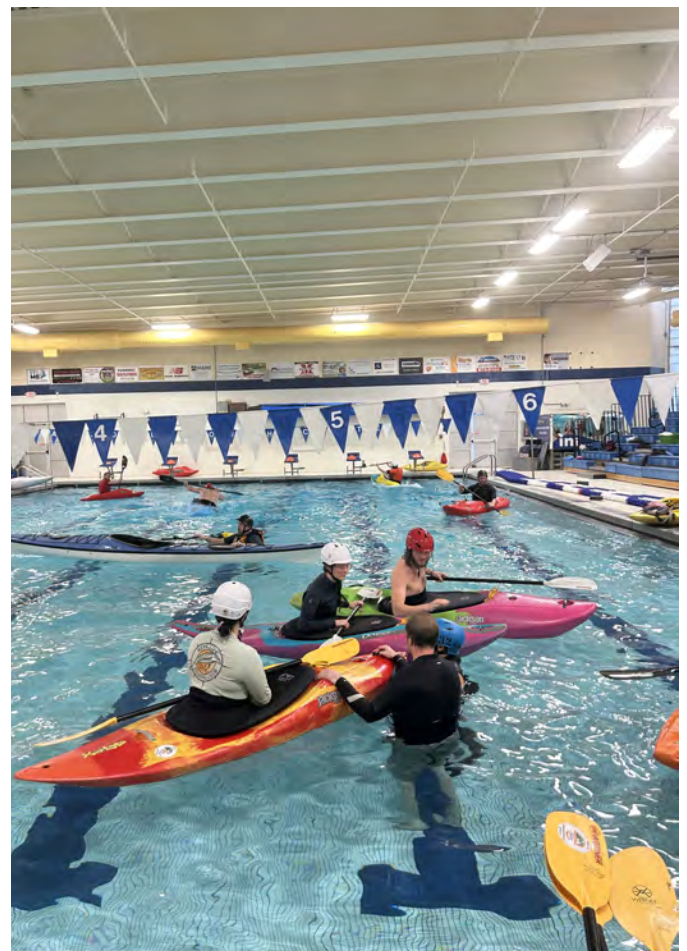
Youth Programs Supporting Sponsor

What you make possible:

Sponsorship supports access to activities like mountain biking, paddling, and fishing by helping cover the costs of equipment, program supplies, and hands-on experiences.

Benefits:

- Logo on Skowhegan Outdoors donorwall
- 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



\$750

GREEN CIRCLE SPONSORS

● Gear Sponsors

What you make possible:

A well-stocked and maintained Basecamp Gear Library that's accessible, so cost is never a barrier to getting outside.

Benefits:

- Logo on Skowhegan Outdoors donorwall
- Optional branded (logo) sticker displayed on applicable gear
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 7 posts on each

Green Circle Sponsorship Benefits:

- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Listed in promotional video in rotation in community hub at Basecamp Gear Library

\$500

● Adventure Sport Sponsors

Opportunity to co-brand an introductory skills clinic series in a program area of your choice, such as paddling, mountain biking, hiking, fishing, or camping. Example: Intro to Whitewater Kayaking, presented by [Sponsor Name].

Benefits:

- Logo on Skowhegan Outdoors donorwall
- Thank-you letter from a youth participant
- Opportunity to join an Elevate program with Skowhegan Outdoors
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 3 posts on each

\$250

● Send-A-Kid-to-Camp Sponsor

What you make possible:

The chance for a young person to enjoy a summer filled with adventure, friendship, and healthy outdoor activity. A meaningful summer experience in a safe and supportive environment.

Benefits:

- Thank-you letter from a youth participant
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 1 posts on each

SPONSORSHIP OPPORTUNITIES



OUR MISSION

The Skowhegan Center for Entrepreneurship serves as the hub of entrepreneurial activity in Somerset County by fostering innovation, offering technical assistance for businesses, and cultivating collaboration and risk-taking in a supportive environment.

The Center also offers space for coworking (with 24/7 access), meetings, and community gatherings.

SPONSORSHIP BENEFITS

Sponsoring the Skowhegan Center for Entrepreneurship positions an organization as a partner in business creation, economic growth, and community revitalization—while also providing meaningful visibility among entrepreneurs and local leaders.

- Support new businesses and job creation
- Strengthen the regional economy
- Help retain talent in Central Maine
- Invest in local opportunity & self-sufficiency



SKOWHEGAN CENTER FOR ENTREPRENEURSHIP
IS A PROGRAM OF MAIN STREET SKOWHEGAN

www.skowheganentrepreneurship.com | 11.

SKOWHEGAN CENTER FOR ENTREPRENEURSHIP

Operated by Main Street Skowhegan, the Center was established to strengthen the region’s entrepreneurial ecosystem by providing practical support for local businesses while helping attract new ideas and investment to the community.

The Skowhegan Center for Entrepreneurship was created to support the people who are building the future of Somerset County’s economy. The Center serves as a hub where entrepreneurs, small business owners, and aspiring founders can access the tools, knowledge, and connections needed to start and grow successful businesses.

Programs that Support Local Businesses

The Center offers programming designed to meet entrepreneurs where they are—whether they are exploring a business idea, launching a startup, or looking to grow an established company.

Workshops, mentorship opportunities, networking events, and targeted training address real-world business challenges such as marketing, financial management, operations, and strategic growth.

By connecting people with the knowledge and relationships they need to succeed, the Center helps cultivate a stronger and more resilient local economy.

A Place to Work, Collaborate, and Grow

At the heart of the Center is a flexible co-working space designed to provide entrepreneurs, freelancers, and remote professionals with a professional environment to work, collaborate, and gather.

Members have access to shared workspaces, meeting areas, and reliable high-speed internet. For entrepreneurs who might otherwise work in isolation, the space offers opportunities to connect with peers, exchange ideas, and build relationships that strengthen the local business community.

The Kitchen at 185

A major expansion of the Center’s impact is the future Kitchen at 185, a commercial shared kitchen and food business incubator that will help entrepreneurs launch and grow food-based businesses.

Kitchen at 185 will provide licensed kitchen space, workforce training, and business development resources for food producers and value-added agricultural businesses. By lowering the barriers to entry for food entrepreneurs, the project will support local producers, create new small businesses, and further strengthen Skowhegan’s growing reputation as a hub for Maine’s food economy.



\$10,000

GOLD LEVEL SPONSORSHIPS

Presenting Partner Sponsor*

- Logo on all digital and print promotional materials for the Center and associated business/entrepreneurial information
- Supporting sponsor of Business Lab & Pitch Competition, Business Bootcamp, Youth Entrepreneurship Challenge, Food Entrepreneur Pathways Program, and Business After Hours events and included in event promotions
- Opportunity for representative to judge pitch competition(s)
- Social media promotion (Facebook/Instagram)
 - 12 posts on each
- 30 hours of space rental at the Skowhegan Center for Entrepreneurship co-working space

All Gold Level Sponsorship Benefits Include:

- Logo in footer of the Skowhegan Center for Entrepreneurship website (linked to website)
- Logo in footer of email newsletters (linked to website)
- Large logo on the Skowhegan Center for Entrepreneurship donorwall
- Opportunity to display promotional materials at the Skowhegan Center for Entrepreneurship's co-working space

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

\$7,500

Business Lab & Pitch Competition Sponsor*

- Lead sponsor of 2026 Business Lab & Pitch Competition event
- Logo on all promotional materials for event, including print and digital
- Logo in prominent spot on event webpage
- Named as lead sponsor in Facebook event
- Tagged in multiple Facebook posts promoting the event
- Named in event press release
- Opportunity for representative to judge pitch competition

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

\$5,000

Business Bootcamp Sponsor*

- Lead sponsor of 2026 Business Bootcamp program
- Logo on all promotional materials for bootcamp, including print and digital
- Logo in prominent spot on bootcamp webpage
- Named as lead sponsor in Bootcamp Facebook event
- Tagged in multiple Facebook posts promoting Bootcamp recruitment
- Named in Bootcamp press release

Youth Entrepreneurship Pitch Competition Sponsor*

- Lead sponsor of 2026 Youth Entrepreneurship Pitch Competition event
- Logo on all promotional materials for event, including print and digital
- Logo in prominent spot on event webpage
- Named as lead sponsor in Facebook event
- Tagged in multiple promotional Facebook posts
- Named in event press release
- Opportunity for representative to judge pitch competition

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

\$2,500

SILVER LEVEL SPONSORSHIPS

Food Entrepreneur Pathway Program Sponsor*

- Lead sponsor of Pathways Program
- Logo on all promotional materials for program, including print and digital
- Logo in prominent spot on program webpage
- Named as lead sponsor in program showcase Facebook event
- Tagged in two promotional Facebook posts
- Named in program showcase press release

Bites & Sites Food Tour Sponsor*

- 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
- 8 exclusive Facebook posts
- Logo (linked) on all promotional emails

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

All Silver Level Sponsorship Benefits Include:

- Logo in footer of the Skowhegan Center for Entrepreneurship website (linked to website)
- Logo in footer of email newsletters (linked to website)
- Medium-sized logo on the Center for Entrepreneurship donorwall

Center Supporting Sponsor**

- Supporting sponsor of Business After Hours event (1)
- Logo on all digital and print promotional materials for the Center and associated business/entrepreneurial information
- Social media promotion (Facebook/Instagram)
 - 8 posts on each
- 10 hours of space rental at the Skowhegan Center for Entrepreneurship co-working space

** 2 available.

\$1,000

BRONZE LEVEL SPONSORSHIPS

TA Grant Sponsor

- Small logo on the Skowhegan Center for Entrepreneurship donorwall
- Social media promotion (Facebook/Instagram)
 - 3 exclusive posts on each

\$500

WiFi Sponsor

- Name and Logo on informational WiFi signs at the Skowhegan Center for Entrepreneurship co-working space

Business After Hours Sponsor**

- Lead sponsor of one networking event
- Named as lead sponsor in event promotion
- Tagged in one promotional Facebook post
- Thanked at event; opportunity to speak

All Bronze Level Sponsorship Benefits Include:

- Logo in footer of the Skowhegan Center for Entrepreneurship website (linked to website)
- Logo in footer of email newsletters (linked to website)

** 2 available.

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

SKOWHEGAN CRAFT BREW FEST

2026 SPONSORSHIP OPPORTUNITIES



The **Skowhegan Craft Brew Fest** 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](https://www.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 AUDIENCE:

Craft beverage connoisseurs from across the country and Canada



\$2,500

PEAK PARTNER

VIP Hour Sponsor*

Exclusive Benefits:

- Inclusion in press release
- 8 VIP passes

\$2,000

General Admission Sponsor*

Exclusive Benefits:

- Inclusion in press release
- Opportunity to add item to all GA tasting glasses (700)
- 6 VIP passes

Crowd Gate Covers*

Exclusive Benefits:

*3-Year Commitment: \$2,000 first year;
\$1,500 second and third years*

- Logo featured on Crowd Gate Covers
- 6 VIP passes

\$2,500 and \$2,000 Sponsorship Benefits:

- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Booth/table space during event
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Named (linked) in online schedule

\$1,750

COMMUNITY CHAMPION

Sunglasses Sponsor*

Exclusive Benefits:

- Logo on sunglasses included in VIP swag bags

\$1,500

Trash Can Cover Sponsor*

Exclusive Benefits:

- Logo featured on Trash Can Covers

Picnic Table Sponsor*

Exclusive Benefits:

- Logo decal on 10 picnic tables
- Logo banner on perimeter fence

Music Sponsor*

Exclusive Benefits:

- Large banner near band(s)

\$1,750 and \$1,500 Sponsorship Benefits:

- Inclusion in press release
- 6 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

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

SKOWHEGAN

CRAFT BREW FEST

2026 SPONSORSHIP OPPORTUNITIES

\$1,500

COMMUNITY CHAMPION

Best in Brew Sponsor*

Exclusive Benefits:

- Logo on the Best in Brew voting form provided to 1,300+ attendees
- Logo banner on perimeter fence

Event Ticket Sponsor*

Exclusive Benefits:

- Logo on all ticket pages provided to 1,300+ attendees
- Logo banner on perimeter fence

Wristband Sponsor*

Exclusive Benefits:

- Logo on all wristbands provided to 1,300+ attendees
- Logo banner on perimeter fence

\$1,500 Sponsorship Benefits:

- Inclusion in press release
- 6 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

\$1,200

TRAILBLAZERS

Brewer Gift Bag Sponsor*

Exclusive Benefits:

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

Games Sponsor*

Exclusive Benefits:

- Logo on Cornhole boards (2) and Jenga board)

Misting Tent Sponsor*

Exclusive Benefits:

- Logo banner at misting station

Wayfinding Sponsor*

Exclusive Benefits:

- Logo on 4 wayfinding maps located on festival grounds

\$1,200 Sponsorship Benefits:

- Inclusion in press release
- 4 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

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

SKOWHEGAN
CRAFT BREW FEST
2026 SPONSORSHIP OPPORTUNITIES

\$1,000

PATHFINDER

Ticket Package [Unlimited]

Exclusive Benefits:

- 6 VIP passes
- Logo banner on perimeter fence

\$650

Media Package Sponsor [Unlimited]

Exclusive Benefits:

- 2 general admission passes

\$1,000 and \$650 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Name listed on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

\$300

FRIENDS OF SKOW

Tent Package [Unlimited]

- Sponsor of and signage on one brewer tent
- 2 general admission passes

\$250

Perimeter Fence Package [Unlimited]

- Logo banner on perimeter fence
- 2 general admission passes

\$125

VIP Gift Bag item [Unlimited]

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

\$100

Brewer Gift Bag Item [Unlimited]

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



SKOWHEGAN
CRAFT BREW FEST

2026 SPONSORSHIP OPPORTUNITIES

DINNER *in the* PARK

September 26, 2026

SPONSORSHIP OPPORTUNITIES

Dinner in the Park is a community fundraising event held each fall in beautiful Coburn Park, set against a backdrop of vibrant, changing leaves. The evening features appetizers, a locally sourced meal, dessert, a cash bar, a live auction, and dancing under the September stars—bringing neighbors together to celebrate the season in one of Skowhegan's most scenic settings.



EVENT IMPACT:

- Attracts philanthropic people from all over Maine
- 250 attendees exposed to sponsor marketing/messaging
- Unique opportunities to get your brand in front of community-minded people who shop locally

TARGET AUDIENCE:

Community-minded individuals and couples age 40 and older with an interest in local history, small businesses, arts and culture, and initiatives that contribute to the long-term vitality of the community.

\$2,000

PEAK PARTNER

Major Event Sponsor*

Exclusive Benefits:

- Logo Banner hung at event entrance
- Logo on cover page of event program
- Logo on admission ticket webpage

- Opportunity to speak during event
- Logo on dinner menu
- 4 tickets to event

1 available

\$1,500

CHAMPION

Lighting Sponsor*

Exclusive Benefits:

- Thanked during event
- Logo banner in high-visibility area
- Logo in event program
- 4 tickets to event

1 available

\$1,000

TRAILBLAZER

Dinner Sponsor*

Exclusive Benefits:

- Thanked during event
- Logo in event program
- Logo on admission ticket webpage
- Logo banner in high-visibility area
- 2 tickets to the event

4 available

\$750

FRIENDS OF SKOW

Beverage Sponsor*

Exclusive Benefits:

- Logo on beverage menu
- Logo on program
- Logo banner at bar
- 2 tickets to event

Dessert Sponsor*

Exclusive Benefits:

- Logo on dessert napkins
- Logo on program
- Logo banner at dessert station
- 2 tickets to event

Cocktail Sponsor*

Exclusive Benefits:

- Logo on cocktail napkins
- Logo on program
- Logo banner at bar
- 2 tickets to event

Appetizer Sponsor*

Exclusive Benefits:

- Logo on appetizer table
- Logo on program
- Logo banner in tent
- 2 tickets to event

Entertainment Sponsor*

Exclusive Benefits:

- Logo on program
- Logo banner by the stage
- 2 tickets to event

Auction Sponsor*

Exclusive Benefits:

- Thanked during live auction
- Logo on bidding numbers
- Logo on silent auction form
- 2 tickets to event

**First right of refusal to last year's sponsor*

NOTE: All Sponsorships Include:

- Tagged in Facebook post(s)
- Logo (linked to website) on event page
- Logo (linked) in event emails (min. two)

DINNER *in the* **PARK**

SPONSORSHIP OPPORTUNITIES

\$500

ADVENTURE ALLY

Photography Sponsor*

Exclusive Benefits:

- Logo watermarked on photos
- Thanked during the event
- Social post will display digital photos
- 2 tickets to the event

Shooting Star Sponsor*

Exclusive Benefits:

- Thanked during event
- Logo on banner
- Logo on winning "Stars"

\$300

PATHFINDER

Wine Roulette Sponsor

Exclusive Benefits:

- Logo on sign/poster
- Logo/blurb in program

7 available

\$250

GUARDIAN

Table Sponsor

Exclusive Benefits:

- Logo on a minimum of 4 tables

**First right of refusal to last year's sponsor*

NOTE: All Sponsorships Include:

- Tagged in Facebook post(s)
- Logo (linked to website) on event page
- Logo (linked) in event emails (min. two)

DINNER *in the* **PARK**

SPONSORSHIP OPPORTUNITIES

www.dinnerinthepark.com | 26.

#SHOPSMALL *Week*

November 28-December 5

SPONSORSHIP OPPORTUNITIES

#ShopSmall Week and **Small Business Saturday** are community-wide initiatives designed to encourage residents and visitors to shop at locally owned businesses in Skowhegan. Through coordinated promotions and participant incentives, these events drive foot traffic, increase local spending, and spotlight the independent businesses that anchor our local economy.

EVENT IMPACT:

- Participating businesses enjoy improved sales
- Attracts shoppers to Skowhegan who visit multiple businesses during their visit
- Opportunity to attract new customers with minimal marketing spend
- Brand messaging shared across multiple advertising channels

TARGET AUDIENCE:

Community members discovering local shops they may not have visited before, along with visitors and tourists being introduced to Skowhegan as a go-to shopping destination.



\$1,000

PEAK PARTNER

#ShopSmall Week Sponsor*

- Logo on front 600 printed passports for distribution to shoppers before and during #ShopSmall Week
- Named as sponsor in digital YouTube 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
- Tagged in 2 Facebook posts on both Main Street Skowhegan and Skowhegan Center for Entrepreneurship Facebook pages
- Logo (linked) on the event page
- Logo displayed as a sponsor in email newsletters promoting event (min. 2)
- Named as sponsor in press release to the media

1 available

**First right of refusal to last year's sponsor*

\$500

CHAMPION

Social Media Sponsor

- Tagged in 2 Facebook posts on both Main Street Skowhegan and Skowhegan Center for Entrepreneurship Facebook pages
- Logo on the back of 600 printed "passports" for distribution to shopper before and during #ShopSmall week
- Logo (linked) on event webpage
- Named as sponsor in digital YouTube ads before and during #ShopSmall Week
- Logo displayed as a sponsor in email newsletters promoting event (min. 2)

\$150

FRIENDS OF SKOW

Business Profile Sponsor

- Named as sponsor in Facebook "Business Profile" on Skowhegan Center for Entrepreneurship's Facebook page and shared to the MSS Facebook page.
- Logo (linked) on event webpage
- Logo displayed as a sponsor in email newsletters promoting event (min. 2)

#SHOPSMALL *Week*

SPONSORSHIP OPPORTUNITIES

SKOW-WHOVILLE

SPONSORSHIP OPPORTUNITIES



Downtown Skowhegan transforms into **SKOW-Whoville** each year during the first week of December. Festivities kick off Friday night with our beloved Grinch-themed holiday parade, and the fun continues on Saturday with activities throughout the town. SKOW-Whoville concludes 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
- Business owners can showcase their shops by hosting activities, bringing new customers to their stores
- Opportunity to reach thousands of people with minimal marketing spend
- Brand messaging shared across multiple advertising channels

TARGET AUDIENCE:

Families, couples, and visitors seeking a festive, family-friendly holiday experience that supports Skowhegan and its businesses.

\$3,000

PEAK PARTNER

Lead Sponsor*

Exclusive Benefits:

- Holiday Parade Lead Sponsor
- Logo displayed in 15-second ad aired for 30 days at the Strand Cinema
- Top billing on promotional posters, flyers and digital YouTube ads
- Logo displayed on banner at the front of parade
- Banner displayed in high-visibility area throughout Skow-Whoville activities

\$3,000 and \$2,500 Sponsorship Benefits:

- Mentioned in event press release
- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-Whoville webpage
- Named (linked) in online schedule
- Two mentions/tags on Skow-Whoville Facebook page
- Logo on 2,250 handouts sent to MSAD 54 families

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

\$2,500

Tree Sponsor*

Exclusive Benefits:

- Logo displayed in 15-second ad aired for 30 days at the Strand Cinema
- Logo displayed on promotional posters, flyers and digital YouTube ads

\$1,250

COMMUNITY CHAMPION

Mistletoe Sponsor

Exclusive Benefits:

- Logo displayed in 15-second ad aired for 30 days at the Strand Cinema
- Logo displayed on promotional posters, flyers and digital YouTube ads

Unlimited availability.

\$1,100 and \$1,000 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-Whoville webpage
- Two mentions/tags on Skow-Whoville Facebook page
- Logo on 2,250 handouts sent to MSAD 54 families

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

\$1,000

Carriage Ride Sponsor*

Exclusive Benefits:

- Logo displayed on promotional posters, flyers and digital YouTube ads
- Logo banner displayed on carriage
- Named as sponsor on dedicated Facebook carriage ride event page

SKOW-WHOVILLE

SPONSORSHIP OPPORTUNITIES

\$1,000

COMMUNITY CHAMPION

Bridge Decoration Sponsor*

Exclusive Benefits:

- Logo displayed on promotional posters, flyers and digital YouTube ads
- Logo banner displayed on walking bridge

Roast Beast Sponsor*

Exclusive Benefits:

- Logo displayed on promotional posters, flyers and digital YouTube ads
- Logo banner displayed near event

Petting Zoo Sponsor*

Exclusive Benefits:

- Logo displayed on promotional posters, flyers and digital YouTube ads
- Logo banner displayed near event

\$1,000 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-Whoville webpage
- Two mentions/tags on Skow-Whoville Facebook page
- Logo on 2,250 handouts sent to MSAD 54 families

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

\$750

TRAILBLAZER

Parade Prize Sponsor*

Exclusive Benefits:

- Recognized as \$100 and \$50 cash prize sponsor in all print and social media
- Logo on parade voting signage posted along parade route
- Logo on parade online voting form

Skowhegan Outdoors Sponsor*

Exclusive Benefits:

- Opportunity to hand out business promotional items to participants
- Logo banner displayed during events

Grinch's Stolen Items Sponsor*

Exclusive Benefits:

- Logo banner displayed near event

Photo Booth Sponsor*

Exclusive Benefits:

- 4' x 8' Photo Booth in popular downtown location

2 available.

\$750 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-Whoville webpage
- Two mentions/tags on Skow-Whoville Facebook page
- Logo on 2,250 handouts sent to MSAD 54 families

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

SKOW-WHOVILLE

SPONSORSHIP OPPORTUNITIES

\$600

PATHFINDER

Map Sponsor*

Exclusive Benefits:

- Logo on map of Whoville activities printed for attendees and posted online

\$500

Whoville Food Sponsor

Exclusive Benefits:

- Logo banner displayed near food station

3 available.

\$600 and \$500 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-Whoville webpage
- Two mentions/tags on Skow-Whoville Facebook page

\$350

FRIENDS OF SKOW

Whoville Activity Sponsor

- Logo banner displayed at activity station

Unlimited availability.

\$100

Coloring Pages

- Logo featured on Whoville coloring page provided for free at children's activity area

Unlimited availability.

SKOW-WHOVILLE

SPONSORSHIP OPPORTUNITIES

SKOW-WHOCRAWL

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.

\$1,000

SKOW-WhoCrawl Lead Sponsor*

Exclusive Benefits:

- Top billing in all print and social media posts
- Logo on banner 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

\$500

Ugly Sweater Sponsor*

Exclusive Benefits:

- 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

Photo Booth Sponsor*

Exclusive Benefits:

- 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

SKOW-WhoCrawl Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo (linked) on Skow-WhoCrawl webpage
- Two mentions/tags on Skow-WhoCrawl Facebook event page

\$250

Drink Ticket Sponsor*

Exclusive Benefits:

- Logo on WhoCrawl drink tickets (two per attendee)

Drink Menu Sponsor*

Exclusive Benefits:

- Logo on WhoCrawl drink menus (given to all attendees)

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



SPONSORSHIP OPPORTUNITIES

THANK YOU FOR SUPPORTING MAIN STREET SKOWHEGAN!



DINNER *in the* PARK

