#SHOPSMALL *Week*

SPONSORSHIP OPPORTUNITIES

November 28-December 5

#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.

MAIN STREET SKOWHEGAN

$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)

$250 FRIENDS OF SKOW

Business Spotlight Sponsor*

- A short "Business Spotlight" video showcasing your business and any features you'd like to highlight (women-owned status, years in business, unique family-owned, etc.) Published on Skowhegan Entrepreneurship's Facebook page and shared to the Main Street Skowhegan Facebook page.
- Logo (linked) on event webpage
- Logo displayed as a sponsor in email newsletters promoting event (min. 2)

** 7 available*

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