

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

\$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

\$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.

\$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.

\$1,000

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

\$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

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\$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

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\$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

Whoville Lead Children's Activity 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

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\$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

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

\$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.

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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.



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