



SKOWHEGAN ANNUAL MAPLE FESTIVAL



March 20-22, 2020

Deadline to sponsor: March 13, 2020

Somerset County is the #1 maple producing region in the United States. **Maple Festival** is a celebration of all things maple as we gear up for Maine Maple Sunday. Festivities will include the annual Lisa Stern Memorial Pancake Breakfast, the inaugural Maple Gauntlet, the Maple Madness Basketball Tournament, and more!

Target Demographic: local families and maple enthusiasts

2019 in Numbers

24K

FB event reach

270

Pancake breakfasts served

350

Maple Madness attendees

Sponsorship Opportunities

Lead Event Sponsorships

Maple Madness Lead Sponsor—\$1,500 [Exclusive; First right of refusal to Hight Family of Dealerships]

- Thanked and recognized by MC as a lead sponsor at the event
- Opportunity to speak during the event
- Included in radio advertisement
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)
- Product(s) and marketing materials in swag bags given to all players attending Players' Night

Printed Logos

- on 4'x6' banners at each gym
- on front of MMBT t-shirt
- on pancake breakfast placemat

Social Media

- Included in all MMBT social media
- Tagged as sponsor and co-host in FB event
- Tagged in live stream

Website & Email

- Logo (linked) on website footer
- Logo (linked) on MMBT page
- Logo (linked) on sponsor page

Lisa Stern Memorial Pancake Breakfast Sponsor—\$750 [Exclusive]

- Ad with premium placement on pancake breakfast placemats
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)
- Included in all media coverage surrounding the event and Lisa Stern's secret pancake recipe

Printed Logos

- on 2'x6' banners at event
- on all on-site materials (menus, placemat, etc.)

Social Media

- Included in all pancake breakfast FB posts
- Tagged as sponsor and co-host in FB event

Website & Email

- Logo on event emails (min. 2)
- Logo (linked) on website footer
- Logo (linked) on sponsor page
- Named (linked) on schedule page

Maple Gauntlet Lead Sponsor—\$750 [Exclusive]

- On-site recognition at the road race registration booth, finish line, and awards area
- Opportunity to include product(s) and marketing materials in registration swag bag for all runners
- Thanked and recognized as lead sponsor by MC during event
- Opportunity to speak at start of the event
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)

Printed Logos

- on 2'x6' banners at starting line
- on back of competitor t-shirts
- on pancake breakfast placemat

Social Media

- Included in all gauntlet social media
- Tagged as sponsor and co-host in FB event
- Tagged in live stream

Website & Email

- Logo on event emails (min. 2)
- Logo (linked) on website footer
- Logo (linked) on gauntlet page
- Logo (linked) on sponsor page
- Named (linked) on schedule page

Sap & Syrup Shuttle Sponsor—\$750 [Exclusive]

- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)
- Included in radio advertisement

Printed Logos

- on 2'x6' banner at pickup spot
- on shuttle programs for all passengers
- on pancake breakfast placemat

Social Media

- Included in all shuttle social media
- Tagged as sponsor and co-host in FB event

Website & Email

- Logo on event emails (min. 2)
- Logo (linked) on website footer
- Logo (linked) on sponsor page
- Named (linked) on schedule page

Chainsaw Carving Show Sponsor—\$750 [Exclusive; first right of refusal to Whittemore & Sons]

- Opportunity to set up product display next to chainsaw carving show and hand out promotional materials, etc.
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)
- Included in radio advertisement

Printed Logos

- on 2'x6' banner near show
- on pancake breakfast placemat

Social Media

- Included in all chainsaw carving show social media
- Tagged as sponsor and co-host in FB event
- Tagged in live stream

Website & Email

- Logo on event emails (min. 2)
- Logo (linked) on website footer
- Logo (linked) on sponsor page
- Named (linked) on schedule page

Other Exclusive & Limited Sponsorship Opportunities

Pancake Sponsor—\$500 [Exclusive; category exclusive to lead sponsor]

- Logo branded on every pancake stack served at breakfast (approx. 300 stacks served)
- 1 exclusive FB post (featuring a photo of the branded pancake)
- Included in all media coverage surrounding the event and Lisa Stern's secret pancake recipe

Maple Madness Awards Sponsor—\$500 [Exclusive]

- Opportunity to present awards
- Option to give additional prizes to competitors and/or attendees
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)
- Product(s) and marketing materials in swag bags given to all players attending Players' Night

Printed Logos

- on back of competitor t-shirts
- on banner during awards
- on awards (medals and trophies)
- on pancake breakfast placemat

Social Media

- One exclusive FB post
- Tagged in award ceremony photos and video
- Tagged in FB event

Website & Email

- Logo (linked) on MMBT page
- Logo (linked) on sponsor page
- Named (linked) on schedule page

Maple Madness Gym Sponsor—\$300 [Three available; first right of refusal to Holland's Variety Drug]

- Thanked and recognized by the MC during the event as a sponsor
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed 1700+ local families)

Printed Logos

- on 2'x6' banner at choice of gym (first come, first served)
- on pancake breakfast placemat

Social Media

- Tagged in FB event

Website & Email

- Named (linked) on MMBT page
- Named (linked) on the sponsor page

Maple Gauntlet Station Sponsor—\$250 [Five available]

- Opportunity to include product(s) and marketing materials in registration package for all competitors

Printed Logos

- on 11x17 poster at station
- on pancake breakfast placemat

Social Media

- Tagged in FB event
- One non-exclusive paid post

Website & Email

- Named (linked) on gauntlet page

Maple Madness Players' Night Sponsor—\$200 [Three available; first right of refusal to CP2]

- Potential for involvement in Players' Night activities if desired
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ to local families)
- Product(s) and marketing materials in swag bags given to all players attending Players' Night

Printed Logos

- on banner at players' night
- on pancake breakfast placemat

Social Media

- Tagged in FB event

Website & Email

- Named (linked) on MMBT page

Maple Leaf Hunt Sponsor—\$100 [Four available]

- Logo featured on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ to local families)
- Tagged in FB post promoting activity

Additional Sponsorship Opportunities

Maple Tree Sponsor—\$500

- Included in radio advertisement
- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)

Printed Logos

- on pancake breakfast placemat

Website & Email

- Logo on event emails (min. 2)
- Logo (linked) on website footer
- Name (linked) on sponsor page

Maple Syrup Sponsor—\$250

- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ to local families)

Printed Logos

- on pancake breakfast placemat

Website & Email

- Logo on event emails (min. 2)
- Name (linked) on sponsor page

Maple Candy Sponsor—\$100

- Named as sponsor on Maple Leaf Hunt flyers/event schedules (distributed to 1700+ local families)

Printed Logos

- on pancake breakfast placemat

Website & Email

- Name (linked) on sponsor page

Maple Leaf Sponsor—\$35

- Logo on pancake breakfast placemat

Sap & Syrup Shuttle Program Ad Rates

- Full page ad = \$100
- Half page ad = \$50

