



Brunswick
DOWNTOWN ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2022



Brunswick
DOWNTOWN ASSOCIATION

Brunswick, Maine

Mission: To promote Downtown Brunswick as a vibrant and attractive place to live, work, play and do business.

Welcome!

We are gearing up and getting ready for 2022 and I hope you were able to enjoy the events we held in 2021. A typical year has the BDA hosting 23 major events plus many Simply Social networking events and Ribbon-cutting ceremonies, all to provide an opportunity for our members and the entire community to enjoy all that downtown Brunswick has to offer.

The funds we raise are used to support the following BDA events and programs which include:

Annual Events:

- Three Speaking Series events including the BDA Annual Meeting
- Four 2nd Friday Brunswick Artwalks which promote local artisans, performers, and downtown businesses
- Ten Music on the Mall summer concerts attracting over 800 attendees at each performance
- Community Barbecue pays tribute to our first responders including our fire fighters, police officers, EMTs, and healthcare professionals
- Brunswick Outdoor Arts Festival – the largest juried art festival in northern New England attracting 5,000 – 8,000 attendees from across the region
- Early Bird Sale – often the largest “sales” day for our local merchants
- Rolling Slumber Bed Races – a fun and exhilarating community event held on Park Row
- Magic on Maine Auction – a combination of live and on-line bidding
- Holiday Tree Lighting featuring visits with Santa, cookies and hot cocoa, horse-drawn wagon rides, and lighting the Christmas Tree

Projects and Programs:

- Raise funds for Holiday lighting including lamp post adoption and trees along Maine Street
- Working with Town of Brunswick on Streetscape Redesign project
- Coordinate the downtown Banner program
- Hire a part-time employee to maintain the sidewalks during the tourist season
- Publish 24 issues of the Brunswick Blast e-newsletter informing the community of happenings downtown and featuring our member businesses and events
- Work directly with local businesses on events and programs to attract customers
- Manage the Brunswick Visitor Center – open 7 days per week, year-round.
- Manage a Main Street program with a strong emphasis on historic preservation
- Annual Raffle opportunity to support BDA initiatives

Come join our team! Information about the events, sponsorship levels and donation form are included in this packet.

Please do not hesitate to give me a call if you have any questions.

Thank you so much for your support!

Debora King, Executive Director

director@brunswickdowntown.org

207-729-4439



BDA SPEAKER SERIES



The BDA hosts a **Speaker Series** consisting of three events including the Annual Meeting in January, which includes the drawing of the **escape Travel Raffle**. Spring and Fall events are being planned, and be assured the events will be timely, informative, and fun!

Target Audience

Businesses, non-profits, BDA members, municipality, and local residents

Anticipated Attendance

Determined by venue capacity, typically 100 to 150.

Date / Time

Annual Meeting: Wednesday, January 26th
Spring and Fall: TBD

Location TBD

SPONSORSHIP BENEFIT BDA Speaker Series	Presenting Sponsor(s) Three Event Series \$3,500	Supporting Sponsor(s) One Event \$1,300
Logo on Sponsor slides or at podium area	✓	✓
Logo included in presentation slide show	✓	✓
Logo and link on event website and social media mentions	✓	✓
Logo/business name in Email marketing campaign	✓	✓
2 tickets to each event	✓	✓
Logo on event signage	✓	✓





2nd Friday Brunswick Artwalk is an inclusive series of summer events showcasing local artistic talent throughout downtown Brunswick. The event is intended to give residents and visitors an opportunity to engage with the arts, as well as experience Brunswick's unique local shops and restaurants. This event offers a fun evening of artistic exploration featuring local artisans and crafters, live music, dance and theatrical performances, all within walking distance in Downtown Brunswick.

Target Audience

Local & regional residents; adults, families, retirees

Anticipated Attendance

5,000 for the season

Date / Time

June 10, July 8, August 12, September 9

Location

Downtown Brunswick

SPONSORSHIP BENEFIT 2nd Friday Brunswick	Presenting Sponsor Four Events \$3,000	Supporting Sponsor One Event \$1,000	Media Sponsor
Logo/business name in advertising inserts in The Cryer	✓	✓	
Logo and link on event website and social media mentions	✓	✓	✓
Logo/business name on marketing materials	✓	✓	✓
Logo/business name in email marketing campaign	✓	✓	✓
Logo/business name in The Cryer Insert	✓	✓	
Exhibit space (table set up) provided by sponsor	✓	✓	✓



Music

ON THE *Mall*

Summer Concert Series



Music on the Mall is Downtown Brunswick's Summer Concert Series held on Wednesday evenings on the beautiful Town Mall. It's a time to bring family, meet friends and co-workers, enjoy food from local restaurants or food trucks and enjoy great music in an outdoor setting. The concerts feature bands from across the region, each with its own unique sound. There are 10 concerts in the series.

Target Audience

All ages

Anticipated Attendance

8,500 for the season

500 - 1,200 per concert

Date / Time

Wednesdays, June 29 to August 31 • 6 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Music on the Mall	Presenting Sponsors 2 Available \$6,500	Supporting Sponsors 10 Available \$700 ea	Media Sponsor
Music on the Mall presented by... with on stage presence	✓		
Name inclusion in Stage Announcements & presence at each event	✓	✓	
On Site Banner or Exhibit Space (set-up/banner provided by sponsor)	✓	✓	✓
Logo and link on event website and social media mentions	✓	✓	
Logo/business name on marketing materials; poster, rack cards	✓	✓	✓
Logo/business name in weekly Email marketing campaign	✓	✓	✓



Brunswick Outdoor ARTS FESTIVAL



Brunswick Outdoor Arts Festival is our largest one day event and the largest outdoor art show in Maine. Designed to celebrate and foster an appreciation of the arts, this juried, fine arts show includes over 140 artists and artisans who display and sell their work along the sidewalks of Maine Street and on the Town Mall in downtown Brunswick. Free live music performances, roving musicians, and street performers provide entertainment throughout the event. Also featuring art demonstrations and children's activities making this a wonderful family day in Brunswick.

Target Audience

All ages, locals and visitors from all over Maine and New England.

Anticipated Attendance

5,000 to 7,000

Date / Time

Saturday, August 20 • 9:00 a.m. to 5:00 p.m.

Location

Downtown Brunswick

SPONSORSHIP BENEFIT Outdoor Arts Festival	Presenting Sponsors \$5,000	Supporting Sponsors \$1,000	Media Sponsor
Event presented by... with Main Stage introduction	✓		
Inclusion on Sponsor Banner at Main Stage and signage on Mall	✓	✓	
Logo and link on event website and social media mentions	✓	✓	✓
Logo/business name on marketing materials	✓	✓	
Logo/business name in Email marketing campaign	✓	✓	✓





The **Community Barbecue** is the end of summer celebration! Join us as we pay special tribute to our local First Responders including fire fighters, police officers, health care providers, and our community. The celebration includes great music, food, and plenty of activities and highlights many local non-profit organizations.

Target Audience

Local residents, families of all ages

Anticipated Attendance

700 – 1,000

Date / Time

Saturday, September 10 • 11:30 a.m. to 2:00 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Community Barbecue	Presenting Sponsors \$3,000	Supporting Sponsors \$1,200	Food Sponsor <i>In Kind</i>	Media Sponsor
Name inclusion in Stage Announcements	✓			
On Site Exhibit Space (provided by sponsor)	✓			
Banner/Signage at food service area and ticket booth	✓	✓	✓	
Logo and link on event website and social media mentions	✓	✓	✓	✓
Logo/business name on marketing materials	✓	✓		
Logo/business name in Email marketing campaign	✓	✓	✓	✓



Magic on

MAINE

BENEFIT AUCTION



Magic on Maine Benefit Auction is our primary fundraising event held in the fall. The event includes music, hors d'oeuvres, networking and more while offering a chance to bid on many unique experiences and local items during our live & silent auction. With the success of our online auction, we will incorporate both the online and live auction this year. This event typically sells out based on the capacity of the venue (approximately 120 to 450).

Target Audience

BDA members and area residents

Anticipated Attendance

120 to 450

Date / Time

October, exact date TBD

Location

TBD

SPONSORSHIP BENEFIT Benefit Auction

	Online Presenting Sponsor \$2,500	Live Auction Presenting Sponsor \$2,500	Live Auction Supporting Sponsors \$750	Media Sponsor
Logo/business name on Auction websites	✓	✓		
Logo/business name on Auction program and bid sheets	✓	✓		
Logo/business name on marketing materials	✓	✓	✓	✓
Logo/business name in email marketing campaign & social media	✓	✓	✓	✓
Logo/business name on table-top signs	✓	✓	✓	✓



ROLLING SLUMBER BED RACES



BDA's **Rolling Slumber Bed Races** was created to build on the Early Bird Sale event to entice shoppers to stay in-town after their morning shopping. The event features teams competing for top honors in racing and decoration categories, with teams comprised of local groups, businesses, and families. There are children's events held prior to the actual racing event that is held at 11 a.m. on Park Row in downtown Brunswick. The event has drawn local & regional media coverage including TV & Radio live broadcasts and is a hit among local residents.

Target Audience

Families; local residents

Anticipated Attendance

500 – 1,000

Date / Time

Saturday, November 12 • 1:00 to 2:00 p.m.

Location

Park Row and Town Mall

SPONSORSHIP BENEFIT Rolling Slumber Bed Races	Presenting Sponsor \$2,500	Supporting Sponsor \$500	Media Sponsor
Grand Marshall of Bed Parade & access to Priority Viewing Area	✓		
Name inclusion in Stage Announcements	✓		
Large Banner (provided by sponsor) premium location on "Race Track"	✓		
Small banner on Race Track (side location)		✓	
Logo and link on event website and social media mentions	✓	✓	✓
Logo/business name on marketing materials	✓	✓	
Logo/business name in Email marketing campaign	✓	✓	✓



Downtown Brunswick's

Tree Lighting Ceremony With Santa



Tree Lighting with Santa is the best place to enjoy the sights and sounds of the festive holiday season in beautiful downtown Brunswick! Every year, on the last Saturday in November, hundreds of folks stop by the Town Mall to take a horse drawn wagon ride, have some hot cocoa and homemade cookies, and for the kiddies – a visit with Santa! The Brunswick High School chorus performs lovely Christmas carols and the event is topped off with Santa lighting the Christmas Tree. A wonderful event for the entire community!

Target Audience

All ages, families, local residents

Anticipated Attendance

1,200 to 1,800

Date / Time

Saturday, November 26 • 2:00 to 5:00 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Tree Lighting with Santa	Presenting Sponsor \$2,500	Food Sponsor \$1,200	Horse-drawn Wagon Sponsor \$1,200	Media Sponsor
Name inclusion in Stage Announcements	✓			
On Site Banner on Event Tent (banner provided by sponsor)	✓			
Signage at wagon loading/waiting area			✓	
Logo and link on event website and social media mentions	✓	✓	✓	✓
Logo/business name on marketing materials	✓	✓	✓	✓
Logo/business name in Email marketing campaign	✓	✓	✓	✓
Logo/business name on serving tables		✓		



Holiday Lighting



Join the BDA as we light up downtown during the Holiday Season! Many large trees along Maine Street are wrapped in beautifully lit white lights to create a festive and warm glow during this special time of the year. The lamp posts are wrapped in lights and adorned with a live wreath. Lamp posts and trees feature a personalized "gift tag" with business name/logo or family name – whatever the "adopter" would like. The beautiful lit multi-colored Christmas Tree on the Town Mall highlights the meaning of the season. The Gazebo and warmly lit trees on the Mall provide a perfect backdrop for Holiday photos.

Target Audience

Local residents and visitors of all ages

Anticipated Attendance

Thousands

Date / Time

Mid-November through February

Location

Brunswick Town Mall, Maine Street

SPONSORSHIP BENEFIT Holiday Lighting	Christmas Tree Sponsor \$2,500	Maine Street Tree Sponsor \$500	Lamp Post "Adopter" \$150	Combo Tree & Lamp Post \$600
Logo/business name at base of Christmas tree	✓			
"Gift tag" with logo/business name on sponsored tree		✓		✓
"Gift tag" with logo/business name attached to wreath			✓	✓
Logo/business name on marketing materials	✓	✓		✓
Logo & link on event website page and social media mentions	✓	✓		✓





Please check your desired sponsorship opportunity

Business Name: _____ Contact Name: _____

Mailing Address: _____ Email: _____

My check is enclosed Please bill me

Please return this form to: Brunswick Downtown Association, P.O. Box 15, 124 Maine Street, Suite 107, Brunswick, ME 04011

Thank you for your support!

Your support is pivotal to the BDA's success on a number of levels. Your help provides not only needed financial resources, but also serves as a bellwether that we are a worthy investment.

The Brunswick Downtown Association (BDA) is a 501(c)(3) organization.

BDA Speaker Series **Presenting Sponsor, 3 Event Series** \$3,500 **Supporting Sponsor, One Event** \$1,300

2nd Friday Brunswick **Presenting Sponsor, Four Events** \$3,000 **Supporting Sponsor, One Event** \$1,000

Music on the Mall **Presenting Sponsor** \$6,500 Entire Series **Supporting Sponsor, One Concert** \$700 Call the BDA office for availability

Outdoor Arts Festival **Presenting Sponsor** \$5,000 **Supporting Sponsor** \$1,000

Community Barbecue **Presenting Sponsor** \$3,000 **Supporting Sponsor** \$1,200 **Food Sponsor** In Kind

Magic on Maine Auction **Online Presenting Sponsor** \$2,500 **Live Presenting Sponsor** \$2,500 **Live Supporting Sponsor** \$750

Rolling Slumber Bed Races **Presenting Sponsor** \$2,500 **Supporting Sponsor** \$500

Tree Lighting with Santa **Presenting Sponsor** \$2,500 **Horse-drawn Wagon Sponsor** \$1,200 **Food Sponsor** In Kind

Holiday Lighting **Christmas Tree Sponsor** \$2,500 **Tree Sponsor** \$500 **Lamp Post** \$150 **Combo Tree & Lamp Post** \$600

TOTAL: _____