



SPONSORSHIP OPPORTUNITIES 2023





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 2023 and I hope you were able to enjoy the events we held in 2022. 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 - promote local artisans, performers, and downtown businesses
- Ten Music on the Mall summer concerts - attract over 800 attendees at each performance
- Brunswick Outdoor Arts Festival - the largest juried art festival in northern New England attracting 5,000 – 8,000 attendees from across the region
- Community Barbecue - pays tribute to our first responders including our fire fighters, police officers, EMTs, and healthcare professionals
- Early Bird Sale - 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, lighting the Christmas Tree, and more.

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
- 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
- Buy Local Buy Brunswick Gift Card program
- "Have A Seat" Adirondack Chair Project. Beautifully painted Adirondack chairs line Maine Street during the Summer.

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



The BDA hosts 3 Speaking events including the Annual Meeting in January, a Spring event (this year paying tribute to outgoing Bowdoin College President Clayton Rose), and a Fall event (TBD). The series focus on programs and activities that are of interest to Brunswick businesses and the general community. The events have been very well attended in the past, many are filled to capacity, depending on the parameters of the venue.

Target Audience

Businesses, non-profit organizations, BDA members, municipality, and local residents

Anticipated Attendance

Determined by venue capacity, typically 100 to 150.

Date / Time

Annual Meeting: Thursday, January 26th
Spring: April 5th
Fall: TBD

SPONSORSHIP BENEFIT BDA Speaker Series	Presenting Sponsor(s) Three Event Series \$4,000	Supporting Sponsor(s) One Event \$1,500
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 9, July 14, August 11, September 8

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, enjoy food from local restaurants or food trucks, and enjoy great music in an beautiful outdoor setting. The concerts feature bands from across the region, each with its own unique sound. There are 10 concerts in the series. Free to attend.

Target Audience

All ages

Anticipated Attendance

8,500 for the season

500 - 1,200 per concert

Date / Time

Wednesdays, June 28 to August 30 • 6 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Music on the Mall	Presenting Sponsors 2 Available \$6,500	Supporting Sponsors 10 Available \$800 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 19 • 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
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	✓	✓	
On-site exhibit space	✓		





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. Free to all.

Target Audience

Local residents, families of all ages

Anticipated Attendance

900 – 1,200

Date / Time

Saturday, September 9 • 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



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. Online auction to be determined.

Target Audience

BDA members, area & summer and others

Anticipated Attendance

200 - 400

Dates / Times

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 1 p.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 11 • 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 – 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 25 • 3:00 to 6:00 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Tree Lighting with Santa	Presenting Sponsor \$2,500	Food Sponsor \$1,200 in-kind	Horse-drawn Wagon Sponsors Two available \$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 feature a personalized “gift tag” with business name/logo or family name – whatever the “adopter” would like. The beautiful lit 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	Lamp Post “Adopter” \$150
Logo/business name at base of Christmas 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	✓	



HAVE A SEAT

BDA's Painted Adirondack Chair Program

ONLINE AUCTION

#haveaseatbrunswick



The BDA Design Committee created the Have A Seat Adirondack chair project to bring a unifying spark of joy to Downtown Brunswick. Brunswick community businesses, local artists, and community organizations have come together to create an environment downtown that invites tourists, local shoppers, families, and others to stop, sit and smile. Online auction held in September.

Target Audience

Businesses, locals, and visitors.

Date / Time

May to early September.

SPONSORSHIP BENEFIT HAVE A SEAT

Presenting Sponsor(s)
Three Available
\$1,000

Logo with link in auction email campaign

✓

Logo with link on auction header on BDA's Auction website

✓



Buy Local Buy Brunswick gift card



A Community Gift Card Program that drives dollars and marketing exposure to independent small businesses in Brunswick while keeping more money local.

Target Audience
Businesses, Non-profits, locals, shoppers and visitors.

Date / Time
Year round.

SPONSORSHIP BENEFIT Buy Local BUY BRUNSWICK	Presenting Sponsor(s) Four Available \$5,000
Logo on gift card sleeve accompanying each physical gift card	✓
Logo with link BDA Buy Local Buy Brunswick web page	✓
Name on Buy Local Buy Brunswick Giving web page	✓
Logo in email & social media campaigns	✓

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THE

DAY

ONLY SALE

FRIDAY
DECEMBER 2
10 - 4

55+ Local Gift Cards in One.
Give people the gift of choice!

Brunswick Visitor Center

Buy Local
Buy Brunswick
GIFT CARD SPECIAL
Add 20% Bonus Value!
In person sales only

63 Local Gift Cards in One
(This card, when loaded, Buy all businesses all Brunswick and Brunswick, ME)

A Prepaid Mastercard that works at these 63 local businesses in Brunswick, ME



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	<input type="radio"/> Presenting Sponsor, 3 Event Series \$4,000	<input type="radio"/> Supporting Sponsor, One Event \$1,500	
2nd Friday Brunswick	<input type="radio"/> Presenting Sponsor, Four Events \$3,000	<input type="radio"/> Supporting Sponsor, One Event \$1,000	
Music on the Mall	<input type="radio"/> Presenting Sponsor \$6,500 Entire Series	<input type="radio"/> Supporting Sponsor, One Concert \$800 Call the BDA office for availability	
Outdoor Arts Festival	<input type="radio"/> Presenting Sponsor \$5,000	<input type="radio"/> Supporting Sponsor \$1,000	
Community Barbecue	<input type="radio"/> Presenting Sponsor \$3,000	<input type="radio"/> Supporting Sponsor \$1,200	<input type="radio"/> Food Sponsor In Kind
Magic on Maine Auction	<input type="radio"/> Online Presenting Sponsor \$2,500	<input type="radio"/> Live Presenting Sponsor \$2,500	<input type="radio"/> Live Supporting Sponsor \$750
Rolling Slumber Bed Races	<input type="radio"/> Presenting Sponsor \$2,500	<input type="radio"/> Supporting Sponsor \$500	
Holiday Lighting	<input type="radio"/> Christmas Tree Sponsor \$2,500	<input type="radio"/> Lamp Post \$150	
Tree Lighting with Santa	<input type="radio"/> Presenting Sponsor \$2,500	<input type="radio"/> Horse-drawn Wagon Sponsor \$1,200	<input type="radio"/> Food Sponsor In Kind
Have A Seat	<input type="radio"/> Online Auction Sponsor \$1,500	<input type="radio"/> Chair Sponsor \$225	
Buy Local Buy Brunswick	<input type="radio"/> Presenting Sponsors \$5,000		

TOTAL: _____