

BDA Event SPONSORSHIP OPPORTUNITIES 2024





Dear Friends,

The Brunswick Downtown Association (BDA) is thrilled to kick off 2024 and we'd love for you to be part of the action. Our sponsorship opportunities for the year are all about diving into the charm of Downtown Brunswick, offering a mix of community engagement, cultural celebration, and endless possibilities.

At BDA events, sponsoring allows businesses to boost visibility, connect meaningfully, and strategically position themselves at the heart of impactful moments, fostering lasting connections and demonstrating a commitment to community engagement. Your sponsorship contributes to initiatives that resonate with our community. From illuminating Maine Street with a warm holiday glow to collaborating on the transformative Downtown Streetscape Enhancement project, there are plenty of ways to make a meaningful impact.

Check out the attached packet for a rundown of opportunities and sponsorship levels. Your partnership goes beyond just supporting Downtown Brunswick; it ensures the continued success of our community-driven initiatives. Have questions or ready to dive in? Reach out today and position your business at the forefront of our thriving community.

Cheers to shaping the future of Downtown Brunswick together!

Best regards,

A handwritten signature in black ink that reads "Lynn Mansfield". The signature is written in a cursive, flowing style.

Lynn Mansfield
Executive Director
director@brunswickdowntown.org



BDA Recognition Events offer a strategic platform for members to connect and identify synergies, ranging from the Annual Meeting in January to the prestigious Preservation Awards in the spring. These meticulously curated events focus on keeping members informed about issues impacting their businesses. As a sponsor, your business gains exclusive access to influential community leaders, industry professionals, and potential collaborators during networking sessions. Elevate your brand visibility, establish key connections, and contribute to the long-term success of your business by supporting these impactful events.

Anticipated Attendance

150 to 200 per event

Date

Annual Meeting: Thursday, January 25th

Preservation Awards: May

SPONSORSHIP BENEFIT - BDA Recognition Events	Presenting Sponsor \$1,500 per event
Recognition on BDA website	✓
Signage at event	✓
Inclusion in press releases and event programs	✓
Recognition by event speakers from podium	✓
Inclusion in print, digital, and social media marketing	✓



2ND FRIDAY BRUNSWICK



2nd Friday Brunswick is a series of four immersive events featuring local artisans, live music, and theatrical performances. As a sponsor, your business gains visibility to a diverse audience, aligning your brand with the cultural heartbeat of our town. Leverage this unique opportunity to support the arts, enhance your business profile, and connect with residents and visitors. Elevate your brand, engage with the community, and be a vital part of 2nd Friday Brunswick's transformative impact.

Anticipated Attendance

5,000 for the season

Date

June 14, July 12, August 9, September 13

Location

Downtown Brunswick

SPONSORSHIP BENEFIT - 2nd Friday Brunswick	Series Sponsor	Supporting Sponsor
	\$3,000	\$800 per event
On-site exhibit space	✓	✓
Recognition on BDA website	✓	✓
Inclusion in digital and social media marketing	✓	✓
Inclusion in print media and advertising insert(s) in The Cryer	✓	



Music ON THE Mall

Summer Concert Series



Music on the Mall is Downtown Brunswick's premier Summer Concert Series, held Wednesday evenings on the Brunswick Town Mall. This free event draws enthusiastic crowds of both locals and visitors, offering a unique platform to connect with a diverse audience. Ten vibrant concerts showcase regional bands with distinctive sounds, providing your brand with exclusive visibility against the historic gazebo backdrop. As families picnic in the park and four-legged friends join the festivities, your sponsorship not only fosters community engagement but also aligns your business with the dynamic cultural scene of Downtown Brunswick. Be a key part of this lively series, where your brand thrives, connections flourish, and the community gathers for an unforgettable experience.

Anticipated Attendance

9,000 for the season
750 - 1,200 per concert

Date

Wednesdays from June 26 to August 28

Location

Brunswick Town Mall

SPONSORSHIP BENEFIT - Music on the Mall	Series Sponsor 3 Available \$6,500	Individual Performance Sponsor 20 Available \$800 ea
Public recognition at event(s)	✓	✓
Inclusion in performance specific digital, and social media marketing	✓	✓
On-site exhibit space	✓	✓
Opportunity for onstage presence	✓	
Premier placement in print promotions	✓	



Brunswick Outdoor **ARTS** FESTIVAL



Elevate your brand by sponsoring the **Brunswick Outdoor Arts Festival**, BDA's premier one-day event and Maine's largest juried outdoor art show. With over 130 talented artists showcasing their work along Maine Street and the Brunswick Town Mall, your business gains exclusive visibility in the heart of the vibrant arts scene. Align with this celebration of creativity featuring live music, street performers, art demonstrations, and family activities. Connect with a diverse audience, support the arts, and make a lasting impression as a vital contributor to this cultural extravaganza.

Anticipated Attendance

5,000 to 7,000

Date / Time

Saturday, August 17

Location

Downtown Brunswick

SPONSORSHIP BENEFIT - Outdoor Arts Festival	Presenting Sponsor \$5,000	Supporting Sponsor \$1,500
On-site exhibit space	✓	✓
Inclusion in digital and social media marketing	✓	✓
Recognition on sponsor banner at Information Tent	✓	✓
Inclusion in radio advertisements	✓	
Recognition on sponsor banner at Main Stage	✓	
Inclusion in rack cards, posters, and newspaper advertising	✓	



COMMUNITY BBQ SATURDAY SEPT 14



BDA's **Community BBQ**, a celebration honoring our local First Responders, is a cherished end-of-summer event. Elevate your brand by aligning with this impactful event featuring local music, complimentary food, and children's activities. Your sponsorship of this vibrant gathering provides a unique opportunity to spotlight your business alongside our esteemed First Responders. Join us in fostering community engagement and leaving a lasting impression on attendees, while strategically advancing your business goals through this meaningful partnership.

Anticipated Attendance

1,000 to 1,500

Date / Time

Saturday, September 14

Location

Brunswick Town Mall

SPONSORSHIP BENEFIT - Community Barbecue	Presenting Sponsor \$3,000	Supporting Sponsor \$1,200
Recognition on event signage	✓	✓
Inclusion in digital and social media marketing	✓	✓
On-site exhibit space	✓	
Public recognition at event	✓	
Inclusion in posters and newspaper advertising	✓	



Magic on MAINE



Experience the enchantment at our annual **Magic on Maine Benefit Auction**, Brunswick's premier fall fundraising event. Immerse your brand in the excitement as patrons bid on exclusive experiences and items donated by our vibrant local business community. With both live and silent auctions, this dynamic evening is your chance to shine. Elevate your business goals by sponsoring an event that seamlessly blends networking opportunities with catered food and drink, creating a memorable atmosphere for both patrons and sponsors alike. Be a catalyst for enchantment and community impact!

Anticipated Attendance

In person: 200 to 400
 Online: 2,000 website views
 1,300 auction emails to bidders

Date

October: TBD

Location

TBD

SPONSORSHIP BENEFIT - Benefit Auction	Presenting Sponsor \$2,500	Supporting Sponsor \$750
Recognition on BDA website	✓	✓
Inclusion in digital and social media marketing	✓	✓
Recognition on program and bid sheets	✓	✓
Inclusion in print advertising	✓	
Recognition on auction website and bidder notification emails	✓	



Rolling Slumber BED RACES



Rev up your brand's visibility by sponsoring BDA's **Rolling Slumber Bed Races**, an exciting event designed to compliment the Early Bird Sale. Captivate a diverse audience as teams comprised of local businesses and non-profits compete for top honors. Spectators, both local and regional, cheer enthusiastically, creating a lively atmosphere that's perfect for community exposure. This well-attended event has become a fan-favorite and a media sensation, making it a prime opportunity for your business to shine in the community spotlight.

Anticipated Attendance

500 to 1,000

Date / Time

Saturday, November 9

Location

Brunswick Town Mall and Park Row

SPONSORSHIP BENEFIT - Rolling Slumber Bed Races	Presenting Sponsor \$2,500	Supporting Sponsor \$500
Recognition on "race track" signage		✓
Inclusion in stage announcements	✓	✓
Inclusion in digital and social media marketing	✓	✓
Grand Marshal of Bed Parade or Bed Race Judge	✓	
Large banner (provided by sponsor) in premium location on "race track"	✓	
Inclusion in print advertising	✓	



Downtown Brunswick's

Tree Lighting Ceremony

With Santa



Illuminate your brand by sponsoring the magical **Tree Lighting with Santa**, an enchanting spectacle in Downtown Brunswick that captures the spirit of the festive season. On the last Saturday in November, families gather at the Brunswick Town Mall for horse-drawn wagon rides, hot cocoa & fresh cookies, and a cherished visit with Santa. The Brunswick High School Chorus and Una Voce Chamber Choir serenade the crowd with Christmas carols, culminating in Santa's grand illumination of the Holiday Tree. Align your business with this heartwarming, community-centric event, showcasing your commitment to joyous celebrations and fostering lasting connections in the festive season.

Anticipated Attendance

1,500 to 2,000

Date / Time

Saturday, November 30

Location

Brunswick Town Mall

SPONSORSHIP BENEFIT - Tree Lighting with Santa	Unique Holiday Tree Sponsor \$3,000	Presenting Sponsor \$2,500	Horse-Drawn Wagon Sponsor \$1,200
Name inclusion in stage announcements	✓	✓	✓
Inclusion in digital and social media marketing	✓	✓	✓
On-site banner at Refreshment Tent (banner provided by sponsor)	✓	✓	
Signage at wagon loading/waiting area			✓
Signage at base of Holiday Tree for entire season	✓		
Inclusion in print advertising	✓	✓	



Holiday Lighting



Be the beacon of holiday joy by sponsoring Downtown Brunswick's festive illumination! Wrap our iconic lamp posts along Maine Street in radiant lights, each adorned with a fresh wreath featuring your custom sponsor gift tag. With only 50 lamp posts available, secure your spot(s) early for maximum exposure. Elevate your brand's presence with multiple sponsorships, showcasing your business name or logo on these enchanting wreaths that will captivate the community throughout the holiday season. Light up the holidays and shine bright with a sponsorship that sparkles!

Anticipated Attendance

Thousands

Date

November through February

Location

Brunswick

SPONSORSHIP BENEFIT - Holiday Lighting	Lamp Post Sponsor 50 Available \$150 each
Sponsor tag attached to a fresh evergreen wreath with velveteen bow	✓





Business Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

My check is enclosed

Please bill me

Signature: _____

Please check your desired sponsorship option(s).

BDA Recognition Series

Event Sponsor
\$1,500 per event

2nd Friday Brunswick

Presenting Sponsor
\$3,000 entire series

Supporting Sponsor
\$800 per event

Music on the Mall

Presenting Sponsor
\$6,500 entire series

Supporting Sponsor
\$800 per concert

Outdoor Arts Festival

Presenting Sponsor
\$5,000

Supporting Sponsor
\$1,500

Community Barbecue

Presenting Sponsor
\$3,000

Supporting Sponsor
\$1,200

Magic on Maine Auction

Presenting Sponsor
\$2,500

Supporting Sponsor
\$750

Rolling Slumber Bed Races

Presenting Sponsor
\$2,500

Supporting Sponsor
\$500

Holiday Lighting

Lamp Post Quantity: _____
\$150 each

Tree Lighting with Santa

Holiday Tree Sponsor
\$3,000

Presenting Sponsor
\$2,500

Horse-drawn Wagon Sponsor
\$1,200

Please contact me about creating a custom sponsorship package.

TOTAL: \$ _____

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!