

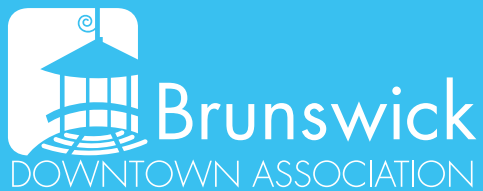


Brunswick
DOWNTOWN ASSOCIATION

BDA Event SPONSORSHIP OPPORTUNITIES 2025



Brunswick
DOWNTOWN ASSOCIATION



To our Friends, Members, Businesses and Community members,

The Brunswick Downtown Association (BDA) is looking forward to 2025 - another year filled with our annual events and activities to support our mission: **To promote Downtown Brunswick and our community as a vibrant and attractive place to live, work, play and do business**, and our Vision Statement: **Brunswick will be a thriving commercial, social, cultural and entertainment destination.**

We hope you will consider sponsoring our events! From lighting up our downtown during the holidays, bringing people together during our Community BBQ and Tree Lighting events, fostering the arts & entertainment through our 2nd Friday Art Walks and our annual Brunswick Outdoor Arts Festival, and the Music on the Mall series during the summer months, we offer many opportunities to showcase your business and be a part of our thriving community.

Please review this packet for a detailed description of our community events and how your sponsorship plays a part in each event. Please contact us at any time should you have any questions on how to make the most of your sponsorship funds.

We hope you will join us in 2025 and thank you for your consideration!

Sincerely,

Reilly Kons - Executive Director

The Brunswick Downtown Association Board of Directors

We are a 501 c(3) nonprofit organization. Our office is located at 124 Maine Street, Suite 107 in Brunswick, Maine. Email us at info@brunswickdowntown.org or call 207-729-4439.



2nd Friday Brunswick is a series of four immersive events featuring local artisans, live music, and theatrical performances. Each month offers a unique focus area. 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.

Event Type: Art, Music, Entertainment & Galleries

Anticipated Attendance

500 to 1,000 per event

Date

June 13, July 11, August 8, September 12

Location

Sidewalks, galleries, & other downtown venues

SPONSORSHIP BENEFIT - 2nd Friday Brunswick (4 Events)		Series Sponsors
		\$1,000
On-site exhibit space at Senter Place		✓
Recognition on BDA event website		✓
Inclusion in digital and social media marketing		✓
Inclusion in print media and advertising insert(s) in The Cryer (sample below)		✓



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. Eleven 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.

Event Type: Music, Entertainment & Community

Anticipated Attendance

750 to 1,200 per concert

Date

Wednesday Evenings from June 25 to September 3

Location

Brunswick Town Mall & Gazebo

SPONSORSHIP BENEFIT - Music on the Mall

	Series Sponsors 3 Available \$6,500	Individual Performance Sponsor 22 Available/ 2 per event \$800 ea
Public recognition at event(s)	✓	✓
Inclusion in performance specific digital, and social media marketing	✓	✓
On-site exhibit space (please inquire for more info)	✓	✓
Opportunity for onstage presence	✓	
Premier placement in print promotions	✓	
Inclusion in digital, print & social media advertisements	✓	✓





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. Be part of 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.

Event Type: Arts, Crafts, Gifts, Food & Entertainment

Anticipated Attendance

5,000 to 7,000

Date / Time

Saturday, August 16, 9am - 5pm

Location

Heart of Downtown Brunswick & Brunswick Town Mall

SPONSORSHIP BENEFIT - Outdoor Arts Festival

	Presenting Sponsor \$5,000	Supporting Sponsor \$1,500
On-site exhibit space (presenting sponsor = premium space)	✓	✓
Inclusion in digital and social media marketing	✓	✓
Premium recognition on sponsor banner at Information Tent	Large logo	Small Logo
Inclusion in radio advertisements (WCME) and Portland Radio Group	✓	
Recognition on sponsor banner at Main Stage	Large logo	Small Logo
Inclusion in rack cards, posters, and newspaper advertising	Large logo	Listing





BDA’s **Community BBQ**, a true community event, is a cherished end-of-summer gathering. 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. Join us in fostering community engagement and leaving a lasting impression on attendees, while strategically advancing your business goals through this meaningful partnership.

Event Type: Community, Family, Food & Entertainment

Anticipated Attendance
1,200 to 1,800

Date / Time
Saturday, September 13, 11:30am-2pm

Location
Brunswick Town Mall

SPONSORSHIP BENEFIT - Community Barbecue	Presenting Sponsors 3 Available \$3,000	Supporting Sponsors \$1,200
Recognition on event signage	Featured	Logo
Inclusion in digital and social media marketing	✓	✓
On-site exhibit space 10x10 (table/tent not provided)	✓	
Public recognition at event	✓	✓
Inclusion in posters and newspaper advertising	Logo	Listing



Magic on MAINE

Brunswick Downtown Association's ONLINE AUCTION

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. The auction runs week-long online with teasers, social media posts and videos that are sure to capture our audience. It's the perfect opportunity to **elevate your business** while supporting a cause that makes a real impact in the community.



Event Type: Shopping

Anticipated Attendance

Online: 2,000 website views
1,300 auction emails to bidders

Date

October

Location

We are planning for online, but considering returning to an in-person format for 2025.

SPONSORSHIP BENEFIT - Benefit Auction	Presenting Sponsor \$750	Supporting Sponsor \$350
Recognition on BDA website, Auction landing page	Featured	✓
Inclusion in digital and social media marketing	✓	✓
Inclusion in print advertising	✓	
Recognition on auction website and bidder notification emails	✓	

**Please contact the office to discuss donating items for the auction.*



Rolling Slumber **BED RACES** & Brunswick's **EARLY BIRD SALE!**



Rev up your brand's visibility by sponsoring BDA's **Early Bird Sale & Rolling Slumber Bed Race**. Be front and center on advertising for Brunswick's biggest shopping day of the year while supporting local businesses in Downtown Brunswick. 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.

Event Type: Shopping, Community, Family, Bed Racing

Anticipated Attendance

2,000 to 2,500

Date / Time

Saturday, November 8 - Bed Races Start @ 11am

Location

Early Bird: Local Brunswick Businesses

Bed Race: Brunswick Town Mall and Park Row

SPONSORSHIP BENEFIT - Early Bird & Bed Races

	Presenting Sponsor \$1,000	Supporting Sponsor \$500
*Recognition on "race track" with sponsor's provided banner or poster	Featured	✓
Inclusion in stage announcements	✓	✓
Inclusion in digital and social media marketing	Featured	✓
Bed Race Guest Judge	✓	
Inclusion in print advertising/posters	Featured	✓

**Please contact the office for required banner sizing.*



Tree Lighting Annual Ceremony



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 & friends. Local choral groups 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.

Event Type: Holiday, Family, Community

Anticipated Attendance
2,000+

Date / Time
Saturday, November 29, 3-6 pm

Location
Brunswick Town Mall

SPONSORSHIP BENEFIT - Tree Lighting with Santa	Presenting Sponsors	Supporting Sponsor
	\$2,000	\$500
Name inclusion in stage announcements	✓	✓
Inclusion in digital and social media marketing	Featured	✓
On-site banner at Refreshment Tent (banner provided by sponsor)	✓	
Signage at base of Holiday Tree for entire season (gift tag)	✓	
Inclusion in print advertising	Featured	✓



HOLIDAY LIGHTING



Be the beacon of holiday joy by sponsoring Downtown Brunswick's festive illumination! Wrap our iconic lampposts along Maine Street in radiant lights, each adorned with a festive bow 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 our lit lampposts that will captivate the community throughout the holiday season. Light up the holidays and shine bright with a sponsorship that sparkles!

Event Type: Holiday, Festive

Anticipated Attendance
5,000+

Date
November through January

Location
Downtown Brunswick

SPONSORSHIP BENEFIT - Holiday Lighting	Lamp Post Sponsor 50 Available \$175 each
Sponsor tag attached to lamppost with a bow and branded gift tag	✓





ANNUAL CELEBRATION

The BDA's Annual Meeting & Celebration provides a strategic platform for members and the community to connect and recognize local businesses and organizations. During this event the BDA presents its annual Member, Business, and Volunteer of the Year awards, as well as the prestigious Preservation Awards. As a sponsor, your company gains exclusive access to influential community leaders, industry professionals & local leadership. By supporting this event, you can elevate your brand visibility, establish key connections, and contribute to the long-term success of both your business and to the BDA.



Event Type: Networking, Celebration, Awards, Connections

Anticipated Attendance

175 to 200

Date / Time

Thursday, January 22nd 2026 5:00 - 7:30 pm

Location

Local Member Venue

SPONSORSHIP BENEFIT - BDA Annual Meeting & Awards

Presenting Sponsors

\$1,500

Recognition on BDA event page



Prominent recognition on event signage



Inclusion in press releases and event programs



Recognition by event speaker from podium



Inclusion in print, digital, and social media marketing for event



Tabling opportunity and presence at event



Two complimentary tickets to event





Business Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

☐ My check is enclosed

☐ Please bill me

Phone: _____

Please check your desired sponsorship option(s).

2nd Friday Brunswick

☐ Series Sponsor
\$1,000 entire series

Music on the Mall

☐ Series Sponsor
\$6,500 entire series

☐ Performance 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

Early Bird & Bed Races

☐ Presenting Sponsor
\$1,000

☐ Supporting Sponsor
\$500

Tree Lighting Ceremony

☐ Presenting Sponsor
\$2,000

☐ Supporting Sponsor
\$500

Holiday Lighting

☐ Lamppost **Quantity:** _____
\$175 each

BDA Annual Celebration

☐ Presenting Sponsor
\$1,500

☐ Please contact us about creating a custom sponsorship package OR in-kind donation for the auction.

TOTAL: \$ _____

Please return this form to:

Brunswick Downtown Association, P.O. Box 15, 124 Maine Street, Suite 107, Brunswick, ME 04011

Email: Director@brunswickdowntown.org

Phone: (207) 729-4439

Thank you for your support!