

2026

SPONSORSHIP OPPORTUNITIES



Introduction

To our Friends, Members, Businesses, and Community Members,

If you're reading this, you already know what makes Brunswick special. Our downtown is more than a place, it's a shared experience. It's where historic buildings set the stage for thriving local businesses, where shop owners know their customers by name, and where residents and visitors gather for everyday moments and signature events steeped in tradition. As one of just 10 nationally accredited Main Street programs in Maine, the Brunswick Downtown Association takes pride in stewarding this work with care, intention, and a commitment to our community.

Our mission is to promote Downtown Brunswick and our community as a vibrant and attractive place to live, work, play and do business. None of this happens on its own! Downtown Brunswick thrives because of the generous support of local businesses who believe in the value of a vibrant community and invest in its future. Your sponsorships fuel our events, programs, and placemaking efforts, helping ensure Brunswick remains a destination for residents and visitors alike.

Looking ahead, we are excited to build on the momentum of last year's successes. We remain committed to creating value for our members, residents, and visitors through thoughtful programming, strong partnerships, and initiatives that keep our downtown lively, welcoming, and vibrant. Thank you for being part of this work and for helping shape the next chapter of Downtown Brunswick.

With gratitude,

Reilly Kons

Executive Director

Brunswick Downtown Association

The Brunswick Downtown Association is a 501c(3) nonprofit. Our office is located at 124 Maine Street, Suite 107, Brunswick, ME. Our mailing address is PO Box 15, Brunswick, ME 04011. Email us anytime at info@brunswickdowntown.org or call 207-729-4439.

The People Behind The BDA

Office Staff



Reilly Kons
Executive Director



Natalie Blood
Marketing and
Communications Coordinator



Abbey Plankey-Smith
Events and Membership
Coordinator

Brunswick Visitor Center Staff



Linda Saila
Manager



Krista Hodsdon
Attendant



Susan Bridge
Attendant

Visitor Center Volunteers

Alison Harris

Janet Adams

Nancy Damiani

Marty Damiani

William Mason

Don Kniseley

The People Behind The BDA

2026 Board of Directors

Annemarie Albiston, Board Chair
Adaptive Outdoor Education Center

Don Kniseley, Vice Board & Design Committee
Chair
Local Resident

Rebecca Launer, Secretary
Bath Savings Institution

Kate Stanek, Treasurer
The Brunswick Hotel

Tom Barter, Membership & Econ. Vitality Co-Chair
Local Resident

Bucky Brown, Membership & Econ. Vitality Co-
Chair
Local Resident

Marshall Shepherd, Policy Committee Chair
Wild Oats Bakery

Hannah Simmler, BOAF Co-Chair
Gem Appraisal Services, LLC

Melissa Traynham, Events Committee Chair
Local Resident / Non-Profit Consultant

Rob Biggs - Local Resident

Sue Ellen Damour - Local Resident

Peggy Ealahan - Riley Insurance

Catherine Johnson - The Landing YMCA

Hannah Josselyn - Reverie Coffee House

Lisa Tran McKee - Nest in Maine

Courtney Mongell - Mare Brook Farm

Mitch Newlin - Gelato Fiasco

Tony Sprague - Bowdoin College

2025 Outgoing Board of Directors

Cathy Barter - Local Resident

Catherine Ferdinand - Local Resident

Bob Langworthy - Management Accounting

Henry Recknagel - Thornton Oaks Retirement
Community

Brian Robinson - Maine Community Bank

Thank You To Our 2025 Sponsors and Supporters

Our work would not be possible without the generous businesses and organizations that invested in Downtown Brunswick last year. Your support fueled our events, strengthened local connections, and helped create a vibrant, welcoming downtown for residents and visitors alike. We are deeply grateful for your leadership and commitment to our community.

Leadership Sponsor

Bowdoin College

2nd Friday Brunswick Sponsors

Maine State Music Theatre

Renewal by Andersen

Riley Insurance

Nest

The Mix

LeafFilter North

Music on the Mall Sponsors

Martin's Point

Portside Real Estate Group

MaineHealth Mid Coast Hospital

The Highlands

Tontine Mall & Apartments

Brunswick Outdoor Arts Festival Sponsors

Renewal by Andersen

Maine State Music Theatre

Martin's Point

Ray Labbe & Sons

Wild Oats Bakery

Community BBQ Sponsors

Bath Savings Institution

Martin's Point

Ray Labbe & Sons

MaineHealth Mid Coast Hospital

Priority Real Estate Group

Renewal by Andersen

Nathaniel Davis Fund

Magic on Maine Auction Sponsors

Northeast Bank

Skillins Greenhouse

Darling's Ford

Accel Physical Therapy

The Highlands

Early Bird Sale Sponsors

Riley Insurance

G&E Roofing

Tree Lighting Ceremony Sponsors

Dead River Company

MaineHealth Mid Coast Hospital

G&E Roofing

Nathaniel Davis Fund

Window Decorating Contest Sponsor

Bath Savings Institution

Annual Celebration Sponsors

Priority Real Estate

MaineHealth Mid Coast Hospital

Lastly, we would be remiss to not mention the incredible support the BDA feels from the Town of Brunswick, Parks and Recreation, Public Works, and The Cryer.

Thank you for believing in Downtown Brunswick and helping bring these experiences to life. Your partnership truly makes a difference.

SPONSORSHIP OPPORTUNITIES

2026

Leadership Sponsorship

(3 Available)



As a **Leadership Sponsor**, your organization is a key partner of the Brunswick Downtown Association throughout the entire year. This premier sponsorship level offers maximum visibility across all BDA events, programs, and communications. From signature community celebrations to seasonal initiatives, your brand is showcased as a trusted leader and champion of Downtown Brunswick.

Leadership Sponsor Benefits

- **Year-Round Recognition:** Prominent logo placement on the BDA website, bi-weekly newsletter (25+ issues), and materials for 30+ events
- **Event Visibility:** Logo featured on banners, signage, and select promotional materials throughout the year
- **Speaking Opportunities:** Optional on-stage recognition at select major events
- **Exclusive Branding:** Recognition in press releases, advertising, and social media campaigns
- **Community Presence:** Opportunities to host a ribbon cutting, networking event, or business spotlight
- **Complimentary Tickets:** Admission for up to four guests at select events, including the Magic on Maine Auction and Annual Celebration
- **Recognition Plaque:** Framed certificate honoring your leadership commitment

\$15,000

Ribbon Cutting Sponsor

Event Type: Community, Business, Networking, Celebration

Location: Throughout Brunswick

Dates: Year Round (1 - 2 Per Month)

Anticipated Attendance: 20 - 50 per event



The BDA celebrates new businesses with festive ribbon cutting ceremonies that bring together business owners, neighbors, and local leaders. These events generate visibility, media coverage, and meaningful community connections.

Presenting Sponsor (1 Available)

- Verbal acknowledgment during each ceremony
- Premium logo placement on signage, press releases, and social media

\$1,500

Warm Up Wednesdays

Event Type: Community, Family, Food

Location: Downtown

Dates: Wednesdays, 4:00 - 6:00 PM in February & March

Anticipated Attendance: 50 - 100 per event



Cozy up downtown during this winter pop-up series featuring fire pits, classic s'mores, and rotating downtown hosts. 'Warm Up Wednesdays' brings neighbors together while driving foot traffic during the quieter months. This fun, free event is all about bringing the community together, spreading a little sweetness, and encouraging everyone to explore and enjoy Brunswick's vibrant downtown.

Presenting Sponsorship generously provided by the Alfred M. Senter Fund.

S'more Supporter (Unlimited)

- Logo on marketing materials and social media
- On-site recognition at s'mores stations

\$500



Event Type: Art, Music, Entertainment

Location: Downtown

Dates: May 8th, June 12th, July 10th, September 11th

Anticipated Attendance: 750 - 1,500 per event



2nd Friday is a vibrant monthly celebration of local creativity, live music, art, shopping, and family-friendly fun. Rotating areas of downtown come alive as businesses shine and neighbors connect.

Whether you're strolling with friends, shopping from local makers, enjoying a bite from your favorite eatery, or discovering a new band on the street corner, 2nd Friday is your chance to experience downtown Brunswick at its best.

Series Sponsor (3 Available)

- Premium exhibit space at all events
- Prominent logo placement across digital, print, and on-site signage
- Top-tier inclusion in all series marketing

\$1,500

Supporting Sponsor (3 Available Per Event)

Support a single 2nd Friday event. Pick your night, own the spotlight.

- Premium exhibit space at the event
- Prominent logo placement across digital, print, and on-site signage
- Top-tier inclusion in marketing for chosen event

\$500

Music ON THE Mall

Event Type: Music, Community

Location: Brunswick Town Mall

Dates: Wednesdays, July 1st to September 2nd

Anticipated Attendance: 500 - 2,000 per event



Come out for a relaxed summer evening with your family and friends! Bring a blanket or chair, order a picnic dinner, or enjoy local dining from one of Brunswick's great restaurants. Whether you're grabbing a bite to eat or just soaking in the tunes, it's the perfect community event to unwind and enjoy the best of Brunswick.

Music on the Mall, Downtown Brunswick's Summer Concert Series, brings you FREE live music every Wednesday evening at 6 PM throughout the summer on the Brunswick Town Mall for 10 weeks straight.

Series Sponsor (3 Available)

- Premium on-site exhibit space at all events
- On stage verbal recognition at every concert
- Premier logo placement on all print, digital, and social media promotions
- Inclusion in BDA digital, print, and social media advertisements for the whole concert series
- Opportunity to pull the winning 50/50 ticket and address the audience throughout the summer

\$7,000

Individual Performance Sponsor (2 Available Per Event)

- On-site exhibit space
- On-stage recognition at one concert
- Logo placement on all print, digital, and social media promotions for that performance

\$750



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

Location: Brunswick Town Mall, Downtown

Date: Saturday, August 15th

Anticipated Attendance: 7,500+



The Brunswick Outdoor Arts Festival is the Brunswick Downtown Association's largest and most highly anticipated one-day event of the year, drawing thousands of visitors to downtown Brunswick from across Maine and throughout New England.

Held annually along Maine Street and on the lush Town Mall, the festival has celebrated the arts since 2006 and has grown into a premier regional destination for fine art. This juried outdoor show features more than 100 artists and artisans, showcasing both nationally recognized and emerging creators working in jewelry, fiber, ceramics, photography, painting, mixed media, and more.

From 9 AM to 5 PM, downtown Brunswick transforms into a vibrant open-air gallery, filling the heart of the community with art, energy, and economic activity. For many visitors, the Brunswick Outdoor Arts Festival is their introduction to Brunswick, its downtown, and its creative spirit, making it not only a signature cultural event but a powerful driver of regional visitation and local business support.

Presenting Sponsor (2 Available)

- Premier logo placement on all digital, print, and on-site materials
- Featured placement in event program or artist map
- Premium on-site exhibit space
- Opportunity to include branded materials or giveaways in the event footprint
- Featured spotlight post on BDA website and social media
- Recognition in post-event recap and thank-you messaging

\$5,000

Supporting Arts Sponsor (5 Available)

- Logo placement on all digital, print, and on-site materials
- Placement in event program or artist map
- On-site exhibit space
- Opportunity to include branded materials or giveaways in the event footprint
- Recognition in post-event recap and thank-you messaging

\$1,500

Brunswick Community BBQ

Event Type: Community, Family, Food, Entertainment

Location: Brunswick Town Mall

Date: Saturday, September 12th

Anticipated Attendance: 1,000 - 2,000



The Community BBQ is a beloved annual gathering that brings together residents, businesses, and visitors for an afternoon of free food, family fun, and meaningful connection. Held in the heart of downtown on the Mall, the event features hot-off-the-grill classics, live music, lawn games, and kid-friendly activities, all at no cost thanks to the generosity of local sponsors and volunteers.

What truly sets the Community BBQ apart is the chance to meet and engage with 20+ local nonprofit organizations that are doing incredible work right here in our community. From arts and education, to health, housing, and the environment, attendees can learn about local causes, discover volunteer opportunities, and connect directly with the people helping Brunswick thrive.

It's more than a barbecue. It's a celebration of community spirit and a one-stop opportunity to connect with neighbors and organizations that make Brunswick such a welcoming place to live, work, and play. Whether you're a longtime local or new to town, the Community BBQ is the perfect way to relax, connect, and soak up the best of summer together.

All are welcome. Come hungry, leave happy!

Presenting Sponsor (1 Available)

- Premier logo placement on all event marketing (digital, print, signage)
- On-stage recognition during welcome remarks and live music sets
- Inclusion in digital and social media marketing
- On-site exhibit space
- Inclusion in posters and newspaper advertising
- Featured spotlight post on BDA social media

\$5,000

Supporting Sponsor (5 Available)

- Inclusion on the Event page located on the BDA website
- Logo placement on all event marketing (digital, print, signage)
- On-stage recognition during welcome remarks and live music sets
- Inclusion in posters and newspaper advertising

\$1,500

Magic On Maine

Event Type: Community, Food, Entertainment, Charitable

Location: Brunswick-based Venue (TBD)

Date: A Thursday in October

Anticipated Attendance: 125+



The Magic on Maine Auction is a beloved holiday fundraiser that brings together the Brunswick community to support a vibrant downtown. Proceeds are primarily used to light up downtown Brunswick for the holidays, funding seasonal décor and lighting that create a warm, festive atmosphere.

Featuring donated items, experiences, and gift certificates from local businesses, the auction celebrates downtown generosity while giving sponsors meaningful visibility during one of the most cherished times of year.

Presenting Sponsor (1 Available)

\$2,500

- Prominent logo placement on all auction materials, website, and promotional graphics
- Recognition in all digital, social media, and email marketing
- Opportunity to address the audience at the Auction.
- Opportunity to include a branded item or message in auction communications
- Recognition as a key supporter of downtown holiday lighting and décor

Supporting Sponsor (3 Available)

- Logo placement on auction promotional materials and website
- Recognition in select digital, social media, and email marketing
- Verbal recognition during the auction
- Acknowledgement as a supporter of downtown holiday lighting

\$1,500

Donate an Item to the Auction

It's never too early to donate an auction item! Contact the office today to discuss.

- Logo placement on bid sheets and/or digital promotion of the item.
- Onsite recognition that your organization donated to the auction.



Event Type: Community, Shopping, Family

Location: Downtown, Brunswick-wide

Date: Saturday, November 7th

Anticipated Attendance: 500+



Early Bird is a downtown Brunswick community event designed to energize the district, encourage local shopping, and create a welcoming, festive atmosphere for residents and visitors alike. Centered around early-day activity and downtown engagement, the event draws foot traffic to local businesses while offering a fun, accessible experience for all ages.

Proceeds and sponsorship support help activate downtown through event programming, marketing, and district enhancements that benefit the entire community. Early Bird sponsors play a key role in bringing this event to life and receive valuable visibility while demonstrating their commitment to a vibrant, connected downtown.

Presenting Sponsor (1 Available)

The Presenting Sponsor is the premier partner of Early Bird, receiving top-level visibility as the organization that helps make the event possible.

- Prominent logo placement on all event marketing materials, including digital, print, and on-site signage
- Recognition in pre-event, during-event, and post-event promotions
- Opportunity to present "scavenger hunt" prize to the winning participant
- High-visibility alignment with downtown Brunswick and community engagement

\$1,000

Small Business Supporter (Unlimited)

- Logo or business name inclusion on select event marketing materials
- Recognition on the BDA website and social media channels
- Acknowledgment as a Brunswick Small Business Supporter on the event page

\$500

Annual Tree Lighting Ceremony

Event Type: Community, Holiday, Family

Location: Brunswick Town Mall, Gazebo

Dates: Saturday, November 28th

Anticipated Attendance: 1,000+



Illuminate your brand by sponsoring the magical Holiday Tree Lighting, 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.

Presenting Sponsor (1 Available)

- Name inclusion during onstage announcements
- Inclusion in digital and social media marketing
- Warming Tent named in your honor
- Signage at base of Holiday Tree for the entire season
- Inclusion in print advertising

\$2,500

Supporting Sponsor (Unlimited)

- Name inclusion during onstage announcements
- Inclusion in digital and social media marketing
- Inclusion in print advertising

\$1,000

Downtown Holiday Lighting

Event Type: Community, Holiday

Location: Downtown

Dates: December - February



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 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!

Lamp Post Sponsor (50 Available)

- Your very own "gift tag" displayed on the lamp post with your message and image of choice.

\$175

Window Decorating Contest/Cocoa Crawl

Event Type: Community, Holiday, Family

Location: Downtown

Dates: A Thursday in December

Anticipated Attendance: Business Participation 10+
| Community 100+



Downtown Brunswick sparkles a little brighter during the annual Window Decorating Contest and Cocoa Crawl. Local businesses transform their storefronts into festive works of art, filling Maine Street with creativity, cheer, and seasonal magic. Shoppers and visitors are invited to stroll downtown, admire the decorated windows, and vote for their favorites.

The Cocoa Crawl is a new BDA event that encourages guests to explore downtown, discover local shops, and linger a little longer, cup in hand. Together, these events celebrate community spirit, support small businesses, and turn a simple walk downtown into a cozy, memorable holiday experience.

Presenting Sponsor (1 Available)

- Prominent logo placement on all event marketing materials, including digital, print, and on-site signage
- Recognition in pre-event, during-event, and post-event promotions
- High-visibility alignment with downtown Brunswick and community engagement
- Opportunity to pose for pictures with the winning businesses!

\$1,500

Friend of the Cocoa Crawl (Unlimited)

- Logo placement on all event marketing materials, including digital, print, and on-site signage

\$500

Annual Celebration

Event Type: Community, Networking, Celebration

Location: Brunswick-based Venue (TBD)

Dates: A Thursday in January 2027

Anticipated Attendance: 125+



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. Additionally, the BDA presents a "Year in Review" slide show that summarizes the work we accomplished and what we are looking forward to for the year ahead. 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 the BDA.

Presenting Sponsor (1 Available)

- Recognition on BDA event page
- Prominent recognition on event signage
- Inclusion in press releases and event programs
- Recognition by event speaker from the podium
- Inclusion in print, digital, and social media marketing for event
- Tabling opportunity at the event
- Two complimentary tickets to the event

\$1,500

Supporting Sponsor (Unlimited)

- Logo placement on event signage and select marketing materials
- Recognition in event-related digital promotions and social media
- Verbal recognition during the event
- One complimentary event ticket

\$750

Business Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

Phone: _____

My check is enclosed Please invoice me

Please check your desired sponsorship option(s)

Leadership Sponsorship	<input type="radio"/>	Leadership Sponsor (\$15,000)	
Ribbon Cutting Sponsor	<input type="radio"/>	Presenting Sponsor (\$1,500)	
Warm Up Wednesdays	<input type="radio"/>	S'more Supporter (\$500)	
2nd Friday Brunswick	<input type="radio"/>	Series Sponsor (\$1,500)	<input type="radio"/> Supporting Sponsor (\$500)
Music on the Mall	<input type="radio"/>	Series Sponsor (\$7,000)	<input type="radio"/> Individual Performance Sponsor (\$750)
Brunswick Outdoor Arts Festival	<input type="radio"/>	Presenting Sponsor (\$5,000)	<input type="radio"/> Supporting Arts Sponsor (\$1,500)
Community BBQ	<input type="radio"/>	Presenting Sponsor (\$5,000)	<input type="radio"/> Supporting Sponsor (\$1,500)
Magic on Maine Auction	<input type="radio"/>	Presenting Sponsor (\$2,500)	<input type="radio"/> Supporting Sponsor (\$1,000)
Early Bird Sale	<input type="radio"/>	Presenting Sponsor (\$1,000)	<input type="radio"/> Small Business Supporter (\$500)
Annual Tree Lighting Ceremony	<input type="radio"/>	Presenting Sponsor (\$2,500)	<input type="radio"/> Supporting Sponsor (\$1,000)
Downtown Holiday Lighting	<input type="radio"/>	Lamp Post Sponsor (\$175) Quantity: _____	
Window Decorating Contest/Cocoa Crawl	<input type="radio"/>	Presenting Sponsor (\$1,500)	<input type="radio"/> Friend of the Cocoa Crawl (\$500)
Annual Celebration	<input type="radio"/>	Presenting Sponsor (\$1,500)	<input type="radio"/> Supporting Sponsor (\$750)

Total: \$ _____

Please contact us about creating a custom sponsorship package or donation for the Magic on Maine Auction

Please Return This Form To:

Brunswick Downtown Association
P.O. Box 15
Brunswick, ME 04011

Email: director@brunswickdowntown.org
Phone: (207) 729 4439

