



Waterville Main Street Event Sponsorship Opportunities

Sponsorship Benefits

Sponsorship of a WMSt event will provide you with the opportunity to:

- Strategically generate visibility for your business
- Invest in the community through quality programming
- Associate your business with a successful community development initiative
- Support our mission of revitalizing Downtown

Our Mission

To advance efforts to develop the Downtown area into a thriving, energetic, commercial, social, cultural and entertainment destination.

Featured Events

Harvest Fest

Mid-October

A celebration of autumn, featuring a chili-cook off, hay rides, pony rides, pumpkin carving, candy apple-making, scarecrow making and more



Summer Concert Series

June-August

Live music performances by top-name acts, such as 2009's Taj Mahal



Holiday Auction

Late October / Early November

An annual auction to celebrate community camaraderie and raise money for WMSt's full calendar of events



Waterville Intown Arts Fest

Mid-July

One of Maine's oldest outdoor art show, attracting dozens of artists and hundreds of art-lovers to Main Street



Parade of Lights & Kringleville

November-December

The annual electric parade delivers Santa to his Kringleville home where he visits with thousands of children during the holiday season



The Hill 'n the Ville Music Festival

Mid-September

A free music festival on the waterfront designed to bring college students and community members into meaningful contact in Downtown



Seize the Mic

March & April

Maine's Premiere Karaoke Competition, featuring contestants from across the state competing for the title of Seize the Mic Champion



www.watervillemainstreet.org



Waterville Main Street Event Sponsorship Opportunities

Presenting Sponsor Benefits

- Exclusivity by business sector
- Premiere logo inclusion on all printed materials
- Premiere inclusion in all paid advertising (radio, newspaper, television)
- Premiere logo inclusion in and link from all electronic communications (e-newsletters, WMSt web site, Facebook announcements, etc.)
- Inclusion in all press releases (event editorial coverage)
- Premiere event presence, including banner placement, mentions at event, and booth presence (if applicable)
- TBD cross-promotional opportunities and other special benefits

Event Sponsor Benefits

- Logo inclusion on all printed materials
- Inclusion in select paid advertising (radio, newspaper, television)
- Logo inclusion in and link from all electronic communications (e-newsletters, WMSt web site, Facebook announcements, etc.)
- Inclusion in all press releases
- Event presence, including mentions at event and booth presence (if applicable)
- TBD cross-promotional opportunities and other special benefits

Supporting Sponsor Benefits

- Logo inclusion on select printed materials
- Inclusion in select paid advertising (radio, newspaper, television)
- Company name in and link from all electronic communications (e-newsletters, WMSt web site, Facebook announcements, etc.)
- Event presence, including mentions at event and booth presence (if applicable)
- TBD cross-promotional opportunities and other special benefits

Harvest Fest

Sponsorship Levels:

Presenting Sponsor: \$1,000

Event Sponsor: \$500

Supporting Sponsor: \$250



Timing: Mid-October

Target Audience: Families with children

Estimated Attendance: 2,000-3,000

Objective: To celebrate autumn in Downtown with a fun, affordable, family-friendly event.

Event Summary: Chili-cook off, hay rides, pony rides, pumpkin carving, pumpkin bowling, candy apple-making games for kids, scarecrow making and much more!

Annual Main Street Auction

Sponsorship Levels:

Presenting Sponsor: \$500

Event Sponsor: \$250

Supporting Sponsor: \$100



Timing: Late October / Early November

Target Audience: Adults interested in supporting the community

Estimated Attendance: 100-150

Objective: To celebrate community camaraderie and raise money for WMSt's full calendar of events

Event Summary: This annual auction attracts hundreds of downtown supporters who come together in the spirit of the holidays to enjoy a festive evening of food, fun, and bargains!



**Waterville Main Street
Event Sponsorship Opportunities**

Parade of Lights/Kringleville

Sponsorship Levels:

Presenting Sponsor: \$2,500

Event Sponsor: \$1,000

Supporting Sponsor: \$500



Timing: Mid-November

Target Audience: Families with children, adults of all ages

Estimated Attendance: 7,000-8,000

Objective: To create a feeling of holiday festivity in Downtown Waterville.

Event Summary: Held annually on the evening after Thanksgiving, the sparkling Parade of Lights attracts thousands of people to Downtown Waterville and delivers Santa to his Kringleville home in Castonguay Square, where he receives visits from children of all ages throughout the holiday season.

Seize the Mic

Sponsorship Levels:

Presenting Sponsor: \$1,000

Event Sponsor: \$500

Supporting Sponsor: \$250



Timing: March & April

Target Audience: Young adults and adults

Estimated Attendance: 500-1000

Objective: To highlight local talent through a fun, competitive singing contest.

Event Summary: Waterville's own version of American Idol, Seize the Mic attracts dozens of singing contestants to participate in a series of qualifying rounds to compete for a spot on the stage at the finals, which are held at the historic Waterville Opera House.



**Waterville Main Street
Event Sponsorship Opportunities**

Summer Concert Series

Sponsorship Levels:

Presenting Sponsor: \$2,500

Event Sponsor: \$1,000

Supporting Sponsor: \$500



Timing: June-August

Target Audience: Adults from across the state

Estimated Attendance: 2000+

Objective: To further establish Downtown Waterville as a destination for outstanding entertainment and dining

Event Summary: The summer concert series will include 2-3 concerts featuring top-name acts in entertainment, similar to 2009's Taj Mahal Trio.

The Hill 'n the Ville Music Festival

Sponsorship Levels:

Presenting Sponsor: \$2,500

Event Sponsor: \$1,000

Supporting Sponsor: \$500



Timing: Mid-September

Target Audience: Area college students & community members

Estimated Attendance: 2000+

Objective: To welcome college students back to town, introduce them to downtown Waterville, and bring them into meaningful contact with area residents and businesses

Event Summary: A free music festival on the waterfront featuring big name acts and top-notch stage and sound equipment. The event also includes a variety of food and retail vendors and games for all ages.



**Waterville Main Street
Event Sponsorship Opportunities**

Waterville Intown Arts Fest

Sponsorship Levels:

Presenting Sponsor: \$1,000

Event Sponsor: \$500

Supporting Sponsor: \$250

Timing: Mid-July

Target Audience: Area residents and summer visitors

Estimated Attendance: 1000+

Objective: To highlight the talent of Maine artists and bring art-lovers to Main Street

Event Summary: One of Maine's oldest outdoor art shows, Arts Fest attracts nearly 100 artists and hundreds of art-lovers to Main Street. Featuring a wide variety of arts media at a wide range of prices, Arts Fest offers something for everyone.



**Waterville Main Street
Event Sponsorship Opportunities**



Waterville Main Street Event Sponsorship Opportunities

Sponsorship Form

Please check off the event and level at which you wish to sponsor.

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____

Email: _____

☆ My check is enclosed.

☆ Please bill me.

☆ Please charge my credit card. Circle one: MC / Visa Card #: _____ Exp. ____ / ____

Please return this form to:
Waterville Main Street, 177 Main Street, Waterville, ME 04901
Fax: 207-680-2056
Thank you for your support!

Harvest Fest

- ☆ Presenting Sponsor: \$1,000
- ☆ Event Sponsor: \$500
- ☆ Supporting Sponsor: \$250



Summer Concert Series

- ☆ Presenting Sponsor: \$2,500
- ☆ Event Sponsor: \$1,000
- ☆ Supporting Sponsor: \$500



Holiday Auction

- ☆ Presenting Sponsor: \$500
- ☆ Event Sponsor: \$250
- ☆ Supporting Sponsor: \$100



The Hill 'n the Ville

- ☆ Presenting Sponsor: \$2,500
- ☆ Event Sponsor: \$1,000
- ☆ Supporting Sponsor: \$500



Parade of Lights & Kringleville

- ☆ Presenting Sponsor: \$2,500
- ☆ Event Sponsor: \$1,000
- ☆ Supporting Sponsor: \$500



Arts Fest

- ☆ Presenting Sponsor: \$1,000
- ☆ Event Sponsor: \$500
- ☆ Supporting Sponsor: \$250



Seize the Mic

- ☆ Presenting Sponsor: \$1,000
- ☆ Event Sponsor: \$500
- ☆ Supporting Sponsor: \$250



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