



Promoting Downtown Brunswick as a vibrant and attractive place to live, work, play and do business.

February 17, 2022

Chairman James Mason
Brunswick Town Council
85 Union Avenue
Brunswick, ME 04011

Dear Chairman Mason,

On behalf of the Brunswick Downtown Association (BDA) Board of Directors and over 340 business and community members, we respectfully request the renewal of the Town of Brunswick's contribution to the BDA for your fiscal year 2023.

In May 2012 we received the Main Street Maine's designation as a full Main Street community. In March 2012 the Town of Brunswick, through resolution, supported and endorsed BDA's application for Main Street Maine designation.

The BDA operates on a calendar year and our budget for 2022 is \$398,170, which includes the Brunswick Visitor Center. Last year it was agreed that operation of the Visitor Center would be fully funded by the Town of Brunswick, based on the budget provided by BDA. The BDA budget, not including the Visitor Center, is \$338,435 and our request for Town funding is \$95,000 - 28% of program budget.

Last year was a series of ups and downs as we dealt with the on-going pandemic. We continued to be an avid supporter of all local businesses as they maneuvered their way through CDC and local guidelines and restrictions. The BDA consistently stepped up to the plate to provide technical assistance, promotional opportunities, downtown events, and often just a shoulder to lean on, to our local business owners. We received regular input from business owners and residents who truly appreciate all that the BDA has been able to do, despite the challenges of the pandemic.

"Shop Local" has never been more important to the success and viability of our local business community and Brunswick answered the call. Without the tremendous support of the community our downtown simply would not have been able to deal with the challenges that our local business owners have faced over the last 2 years.

Last year the BDA was very fortunate to be able to host many of our longstanding events, all within the guidelines of the CDC. We had record breaking attendance at our Music on the Mall concert series, our Community Barbecue and the Holiday Tree Lighting event. We continued with the on-line only Auction and cancelled our Rolling Slumber Bed Races. The businesses and organizations that typically participated in the bed races were stressed with staff shortages and simply could not be there.

The BDA has never wavered on our mission to promote downtown Brunswick as an attractive place to live, work, play and do business. Even during these challenging times, we

knew that if we worked together as a team, we could not only survive, we would thrive. We are so heartened by the feedback we have received from our businesses who have modified their business models and tried new avenues to keep their businesses healthy. Their success stories are a testament to their hard work and ability to adapt to change.

The BDA was an active participant in the Streetscape Redesign Committee (the Executive Director was a member of the committee) and our former Design Chair sat on the committee as well. We have a seat at the table for many issues facing downtown including parking studies, accessibility, historic preservation, landscaping and design, transportation, issues with the transient and homeless populations, etc.

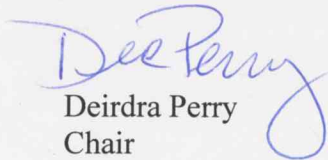
This year marks the 18th anniversary of BDA becoming a 501(c)3 non-profit. Since 2004, our membership has grown seven-fold and continues this upward trend. This is largely due to the benefits we provide our membership and the value that businesses, non-profits, and individuals see in our organization.

We have included an attachment highlighting some of our 2021 accomplishments and 2022 initiatives.


The BDA again is looking forward to a year of positive partnerships with the Town, residents, cultural and non-profit organizations, MRRA, Maine Development Foundation, and Brunswick businesses to maximize all opportunities. The BDA takes seriously its unique position to ensure that all our Downtown assets are promoted, that residents and visitors are attracted to Downtown, and that all means to new job creation and increased tax revenues within our purview are considered.

On behalf of the Board of Directors, we thank the members of the Town Council for their consideration of our FY2022 budget request and welcome any questions that you may have.

Sincerely,



Deirdra Perry
Chair



Debora King
Executive Director

c.c.: John Eldridge, Manager, Town of Brunswick
Julia Henze, Finance Director, Town of Brunswick



124 Maine Street / PO Box 15, Brunswick, ME 04011 207-729-4439 www.brunswickdowntown.org

Brunswick Downtown Association is a 501(c)3 non-profit organization

2021 BDA Accomplishments

- Membership numbers grew to 341 in 2021, up from 2021 at 330. We lost a few members and we increased the number of new members significantly (51). Our membership hovers around 340 and a concerted effort is being made to encourage the public to sign on as a “Friend of the BDA” for an annual fee of \$45. We slightly exceeded our membership income budget of \$45,000 by \$2,000.
- We were able to host many of our Events this year, given most were held outdoors. Our January Annual Meeting was a virtual event and the Magic on Maine Auction was an on-line event. Our Spring Speaking Event featuring “Boomerangs and Live Work Maine” was held outdoors at Flight Deck Brewing, all of the Music on the Mall concerts (10) and 2nd Friday Brunswick Artwalks (4) were held throughout the summer. Our Brunswick Outdoor Arts Festival was held in August with a smaller number of artists who were spread out along Maine Street and The Mall. We held a very successful Community Barbecue on September 11th in conjunction with the American Legion Post 20 to commemorate the 20th anniversary of 9-11 and to pay tribute to our first responders. We cancelled the Rolling Slumber Bed Races due to the labor shortage being experienced by so many of our past participants. We held on all-day “Early Bird Sale” which was very successful, and one of our most well attended Holiday Tree Lighting Events. At all times we followed the guidelines of the CDC as it related to the pandemic.
- One of our primary goals has always been and continues to be “Shop Local”. Even through some of the most difficult times, some of our local businesses have reported record sales and are looking for additional space. We met with the retailers several times to get their feedback and ideas and they were so appreciative of our efforts to provide assistance and support. The community of Brunswick is overwhelming supportive of our locally owned businesses and have certainly gone that extra mile to ensure those businesses stay healthy.
- Raised almost \$130,000 in sponsorships and leadership donations – a growth of \$25,000 over 2020. We work very hard to secure all of our sponsors very early in the year and are always looking at bringing new sponsors into the fold.
- Relationship with the Town of Brunswick remains very strong. The BDA is represented on: Downtown Streetscape Redesign Committee, the Master Plan Implementation Committee for the Town of Brunswick Comprehensive Plan, replacement of the Frank J Woods bridge. We work closely with the Economic Development, Parks and Recreation, Planning, and Engineering Departments on all issues facing downtown.
- We manage the Visitor Center and are opened with reduced hours 7 days a week.

2022 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs
- Increase membership to 360 – 20 additional members over 2021 with an emphasis on attracting individuals and families.
- Communications
 - Increase Brunswick Blast subscribers
 - Increase use of social media (Facebook, Twitter, Instagram, LinkedIn)
- Marketing
 - Establish 2022 Marketing Plan
 - Maximize event exposure
 - Update Downtown Brunswick map for usage as wayfinding signage downtown and Visitor Center
 - Expand Shop Local efforts
 - Partner with Amtrak Downeaster on marketing initiatives
 - Increase Visitor Center regional marketing collateral
 - Establish Visitor/Welcome Center as the Gateway to the Community
 - Continue to utilize Town Mall kiosk to promote BDA and community events
- Events
 - Enhance 2022 events with an effort to provide safe and entertaining activities that comply with all regulations amid the COVID-19 pandemic.
 - Utilize the learning experience of 2021 and capitalize on the success of alternative forms of delivery (for example, retain the on-line component of the Auction in addition to a live event)
 - Explore event partnership opportunities with local non-profits
- Business Retention/Economic Development
 - Continue to work with the Town of Brunswick and private entities on programs and projects that spur economic development in the community.
 - Maximize Amtrak Downeaster visitation
 - Assist business development projects
 - Acquire funding for economic development initiatives
 - Coordinate training workshop series in collaboration with Southern Midcoast Chamber and Small Business Development Centers
 - Celebrate new business openings with ribbon-cutting ceremonies
 - Provide input and support on downtown property enhancements
- Downtown Appearance
 - Ongoing Downtown maintenance through part-time hire in conjunction with Town of Brunswick
 - Collaborate with Public Arts group: banners, murals, sculptures
 - Partner with Village Improvement Association, Village Review Board, and others involved with historic preservation initiatives
 - Continue to participate on the Streetscape Redesign project



BDA Board Members 2022

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Brunswick Downtown Association
Budget Overview: 2022 Budget - FY22 P&L
 January - December 2022

	<u>Total</u>
Income	
Banner Program	6,300.00
Donations/Grants	5,000.00
Fundraisers/Events	
Art Festival	23,000.00
Community BBQ	15,000.00
Early Bird Sale/Bed Race	2,500.00
Holiday Events	4,000.00
Holiday Lighting	15,000.00
Longfellow Days	1,000.00
Music on the Mall	18,000.00
Raffle	20,000.00
Second Friday Brunswick	7,000.00
Auction	25,000.00
Speaking Events	15,000.00
Total Fundraisers/Events	\$ 145,500.00
Leadership Campaign	25,000.00
Marketing Income	1,000.00
Map	12,000.00
Total Marketing Income	\$ 13,000.00
Membership/dues	47,000.00
Town of Brunswick	95,000.00
Visitor Center	
Ads/Rack space	2,000.00
Visitor Center Mgmt/operations fee	57,870.00
Visitor Center Misc Income	1,500.00
Total Visitor Center	\$ 61,370.00
Total Income	\$ 398,170.00
Gross Profit	\$ 398,170.00
Expenses	
Banners	5,000.00
Fundraisers & Events	
Art Festival	8,000.00
Community BBQ Expenses	2,700.00
Early Bird Sale/Bed Race	600.00
Holiday Events	3,500.00
Holiday Lighting Expense	30,000.00
Longfellow Days	1,000.00
Music On The Mall	6,500.00

Raffle Expenses		5,000.00
Second Friday Brunswick		1,000.00
Auction		4,000.00
Speaking Events		5,000.00
Total Fundraisers & Events	\$	67,300.00
General & Administrative		
Insurance		4,500.00
Operating Expense		18,270.00
Rent or Lease of Buildings		16,800.00
Total General & Administrative	\$	39,570.00
Main Street Maine Program		5,000.00
Marketing		3,000.00
Map Production		6,000.00
Total Marketing	\$	9,000.00
Office Payroll Expenses		
HSA Contribution		3,000.00
Office Payroll Taxes		15,000.00
Office Staff		191,065.00
Total Office Payroll Expenses	\$	209,065.00
Visitor Center Expenses		13,000.00
Visitor Center Payroll Tax Expenses		3,200.00
Visitor Center Staff		47,035.00
Total Visitor Center Expenses	\$	63,235.00
Total Expenses	\$	398,170.00
Net Operating Income	\$	0.00
Net Income	\$	0.00

Brunswick Downtown Association

Profit and Loss

January - December 2021

	TOTAL
Income	
Banner Program	2,900.00
Donations/Grants	5,659.87
Fundraisers/Events	
Art Festival	18,396.74
Brunswick Monopoly	110.00
Community BBQ	16,834.00
Holiday Events	4,026.00
Holiday Lighting	27,397.27
Music on the mall	11,600.00
Raffle	21,108.45
Second Friday Brunswick	7,123.41
Silent auction	15,543.58
Speaking Events	10,760.43
Total Fundraisers/Events	132,899.88
Leadership Campaign	30,702.29
Membership/dues	46,962.81
Town of Brunswick	80,000.00
Visitor Center	
Ads/Rack space	2,200.00
Visitor Center Mgmt/operations fee	28,000.02
Visitor Center Misc Income	2,079.50
Total Visitor Center	32,279.52
Total Income	\$331,404.37
GROSS PROFIT	\$331,404.37
Expenses	
Banners	1,958.71
Fundraisers & Events	
Art Festival	6,939.28
Community BBQ Expenses	2,305.14
Early Bird Sale/Bed Race	783.50
Holiday Events	3,868.32
Holiday Lighting Expense	28,287.11
Music On The Mall	4,739.50
Raffle Expenses	5,053.95
Second Friday Brunswick	779.17
Silent Auction	73.00
Speaking Events	2,616.11
Total Fundraisers & Events	55,445.08

Brunswick Downtown Association

Profit and Loss

January - December 2021

	TOTAL
General & Administrative	
Insurance	2,968.23
Operating Expense	19,095.42
Rent or Lease of Buildings	14,150.00
Total General & Administrative	36,213.65
Main Street Maine Program	2,162.00
Marketing	1,883.02
Membership	28.50
Office Payroll Expenses	
HSA Contribution	2,999.88
Office Payroll Taxes	15,132.59
Office Staff	192,058.81
Total Office Payroll Expenses	210,191.28
Visitor Center Expenses	10,464.50
Visitor Center Payroll Tax Expenses	3,027.64
Visitor Center Staff	35,402.52
Total Visitor Center Expenses	48,894.66
Total Expenses	\$356,776.90
NET OPERATING INCOME	\$ -25,372.53
NET INCOME	\$ -25,372.53



Brunswick
DOWNTOWN ASSOCIATION

SPONSORSHIP OPPORTUNITIES 2022



Brunswick
DOWNTOWN ASSOCIATION
Brunswick, Maine



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 2022 and I hope you were able to enjoy the events we held in 2021. 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 which promote local artisans, performers, and downtown businesses
- Ten Music on the Mall summer concerts attracting over 800 attendees at each performance
- Community Barbecue pays tribute to our first responders including our fire fighters, police officers, EMTs, and healthcare professionals
- Brunswick Outdoor Arts Festival – the largest juried art festival in northern New England attracting 5,000 – 8,000 attendees from across the region
- Early Bird Sale – often 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, horse-drawn wagon rides, and lighting the Christmas Tree

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
- Hire a part-time employee to maintain the sidewalks during the tourist season
- 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
- Annual Raffle opportunity to support BDA initiatives

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 a **Speaker Series** consisting of three events including the Annual Meeting in January, which includes the drawing of the **escape Travel Raffle**. Spring and Fall events are being planned, and be assured the events will be timely, informative, and fun!

Target Audience

Businesses, non-profits, BDA members, municipality, and local residents

Anticipated Attendance

Determined by venue capacity, typically 100 to 150.

Date / Time

Annual Meeting: Wednesday, January 26th
Spring and Fall: TBD

Location TBD

SPONSORSHIP BENEFIT BDA Speaker Series	Presenting Sponsor(s) Three Event Series \$3,500	Supporting Sponsor(s) One Event \$1,300
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 10, July 8, August 12, September 9

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

Target Audience

All ages

Anticipated Attendance

8,500 for the season

500 - 1,200 per concert

Date / Time

Wednesdays, June 29 to August 31 • 6 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Music on the Mall

	Presenting Sponsors 2 Available \$6,500	Supporting Sponsors 10 Available \$700 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 20 • 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
Event presented by... with Main Stage introduction	✓		
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	✓	✓	✓





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.

Target Audience

Local residents, families of all ages

Anticipated Attendance

700 – 1,000

Date / Time

Saturday, September 10 • 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 *Seaside* MAINE BENEFIT AUCTION



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. With the success of our online auction, we will incorporate both the online and live auction this year. This event typically sells out based on the capacity of the venue (approximately 120 to 450).

Target Audience

BDA members and area residents

Anticipated Attendance

120 to 450

Date / Time

October, exact date 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 11 a.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 12 • 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 for the kiddies – 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 26 • 2:00 to 5:00 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Tree Lighting with Santa	Presenting Sponsor \$2,500	Food Sponsor \$1,200	Horse-drawn Wagon Sponsor \$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		✓		

