



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

February 27, 2023

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 355 business and community members, we respectfully request the renewal of the Town of Brunswick's contribution to the BDA for your fiscal year 2024.

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 2023 is \$467,200, which includes operation of the Brunswick Visitor Center (\$59,317 based on the 2022 Property Management Agreement) and additional staff time and resources to focus on working with Town of Brunswick staff and businesses located at Cooks Corner (\$50,000). Our request for Town of Brunswick funding is \$90,000 - 25% of BDA Main Street Program budget of \$357,883.

With the decline of the pandemic, the BDA returned to what we considered more "normal operations". We held a series of very successful and well attended events including our 10-concert series Music on the Mall, 4-month series of 2nd Friday Brunswick ArtWalks, 3 Speaking events which included the BDA Annual Meeting, Behind the Scenes at MSMT and presentation of our Preservation awards at the newly renovated Lemont Block. Our Brunswick Outdoor Arts Festival, Community Barbecue and Holiday Tree Lighting events saw record crowds and we are so pleased with the reception we have received on a couple of new programs we introduced in 2022.

"Shop Local" has never been more important to the success and viability of our local business community and Brunswick answered the call. We implemented a new Buy Local Buy Brunswick gift card program that can be used at over 60 locally owned businesses. We activated over \$27,000 of gift cards just prior to the busy holiday shopping season, and interest in the program continues to be strong.

The BDA has never wavered on our mission to promote downtown Brunswick as an attractive place to live, work, play and do business. We continue to add programs that are visually appealing including the Adirondack chair project and the enhanced holiday lighting in downtown Brunswick. Response to both efforts has been overwhelmingly positive.

The BDA recognizes the challenges we will face downtown during the streetscape redesign project and the construction of the new bridge connecting Brunswick and Topsham.

We will work with the Town of Brunswick and the local businesses to lessen the impact these projects will have on the local economy during the construction phase.

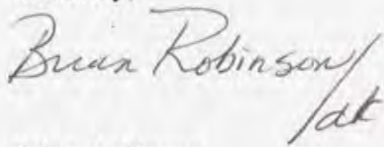
This year marks the 19th anniversary of BDA becoming a 501(c)3 non-profit. Since 2004, our membership has grown seven-fold and continues this upward trend. This is largely due to the benefits we provide our membership and the value that businesses, non-profits, and individuals see in our organization.

We have included an attachment highlighting some of our 2022 accomplishments and 2023 initiatives.

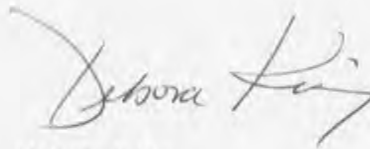
The BDA is again looking forward to a year of positive partnerships with the Town, residents, cultural and non-profit organizations, MRRA, Maine Development Foundation, and Brunswick businesses to maximize all opportunities. The BDA takes seriously its unique position to ensure that all our Downtown 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 of Brunswick Council for their consideration of our FY2024 budget request and welcome any questions that you may have.

Sincerely,



Brian Robinson
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©3 non-profit organization



BDA Board Members 2023

Brian Robinson, **Chair**
Maine Community Bank
Office: 207-333-4596, Cell: 207-333-7407
brobinson@mechanicssavings.com

Don Kniseley, **Vice-Chair**
Local Resident
Cell: 207-504-3003
dkniseley@comcast.net

Dee Perry, **Past Chair**
Senter Place
725-6610, Cell: 207-837-9248
senterplace@gmail.com

Bob Langworthy, **Treasurer**
Management Accounting
Office: 207-729-0041, Cell: 207-798-9576
Bob@mainebancounters.com

Rebecca Launer, **Secretary**
Bath Savings Institution
Cell: (207) 841-8195
rlauner@bathsavings.com

Henry Recknagel, **Secretary**
Thornton Oaks
Office: 207-373-4684, Cell: 207-841-5136
hrecknagel@icloud.com

Cathy Barter, **Organization Committee Chair**
Bangor Savings Bank
207-541-2788 Cell: 207-751-4601
Cathy.barter@bangor.com

Catherine Ferdinand, **Design Committee Chair**
Bowdoin College
Office: 207 725-3093, Cell: 207 725-8367
cferdina@bowdoin.edu

Mike Feldman, **Econ Vitality Committee Chair**
Coldwell Banker Brokerage
Cell: 207-751-3235
Mikefeldman34@gmail.com

Tom Carr, **Promotions Committee Chair**
Edward Jones Investment
Tom.carr@edwardjones.com
207-721-9109, Cell : 207-344-5601

Kristine Logan
MRRRA
607-4195, Cell: 798-1642
kristines@mmra.us

Keith Garovoy
GCCGarovoy Compliance & Consulting
Office: 207-443-3608, Cell: 207-319-4930
kgarovoy@earthlink.net

Peggy Ealahan
Riley Insurance
Cell: 207-522-5776
pealahan@rileyinsuranceagency.com

Jane Millett
Remax/Riverside
207-729-2446
jmillett@remax-riverside-maine.com

Hannah Simmler
Gem Appraisal Services, LLC
Cell: 207-841-0180
hannah@gemappraisalservices.com

Michael Cartwright
Berries Hearing and Optical
725-5111 Cell: 516-236-8175
michael@berrieshearing.com

Marshall Shepherd
Wild Oats Bakery
Cell: 207-232-8970
marshall@wildoatsbakery.com

Annemarie Albiston
Adaptive Outdoor Education Center
Cell: 207-415-3133
Annemarie13@hotmail.com

Bucky Brown
Local Resident
203-858-4555
Fbrown1414@gmail.com

Robert Biggs
Local Resident
Cell: 207-494-0088
robbiggsmaine@gmail.com

2022 BDA Accomplishments

- Membership numbers grew to 357 in 2022, up from 2022 at 341. We lost a few members, and we increased the number of new members significantly (40). Our membership hovers around 350 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 \$47,000 by \$679.
- We were able to host almost all our Events this year. Our Annual Meeting was our first foray into in-person, in-door events since the pandemic and it was a huge success. We continued with this format for our Speaking Event series which included “Behind the Scenes” at MSMT and our Preservation Awards in the Knights of Pythias space at the newly renovated Lemont Block. Ten Music on the Mall concerts and 2nd Friday Brunswick Art walks (4) were held throughout the summer. Our Brunswick Outdoor Arts Festival was held in August, and we decided to utilize additional space on the Mall for our vendors – they loved it! We held a very successful Community Barbecue on September 10th in conjunction with the American Legion Post 20 to commemorate the 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 an in-person Magic on Maine Auction in the event space now managed by Nomad Pizza at Fort Andross. Our “Early Bird Sale” reverted to many stores opening at 6:00 a.m. rather than an all-day event. We held one of our most well attended Holiday Tree Lighting Events ever, with an estimated 2,000 people in attendance.
- Updated the BDA Map which is distributed locally and around the state.
- We introduced the Have a Seat Adirondack project which provided great visuals for downtown, along with extra seating on Maine Street.
- Every year the BDA raises funds to light up downtown Brunswick during the holiday season. With additional funds from the Town of Brunswick in 2022 we were able to create a magical experience with the enhanced holiday lighting.
- One of our primary goals has always been and continues to be “Shop Local”. We introduced our Buy Local, Buy Brunswick gift card program that has proven very popular with the card users and the participating businesses. Over \$27,000 in card activations were made prior to the holiday shopping season. We continue to meet with the retailers to brainstorm new ideas and programs to increase sales and traffic to their businesses. The community of Brunswick continues to be overwhelming supportive of our locally owned businesses and have certainly gone that extra mile to ensure those businesses stay healthy.
- Raised almost \$145,000 in sponsorships and leadership donations – a growth of \$15,000 over 2021. We work very hard to secure all 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. We work closely with the Economic Development, Parks and Recreation, Planning, and Engineering Departments, Parks and Recreation and Public Works on all issues facing downtown.
- We manage the Visitor Center and are open and staffed 7 days a week.

2023 BDA Initiatives

- Increase income from fundraising efforts: grants, new private contributions, fundraising-specific events, Main Street Community programs.
- Increase membership to 365 – 10-15 additional members over 2022 with an emphasis on attracting individuals and families.
- Communications
 - Increase Brunswick Blast subscribers.
 - Increase use of social media (Facebook, Twitter, Instagram, LinkedIn)
- Marketing
 - Establish 2023 Marketing Plan
 - Maximize event exposure.
 - Expand Shop Local efforts, including the Buy Local Gift Card in all promotions.
 - 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 2023 events with an effort to retain the successful aspects of each event and look to improve and enhance areas to keep them fresh and fun.
 - 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 Bath-Brunswick Chamber of Commerce and Small Business Development Centers
 - Celebrate new business openings with ribbon-cutting ceremonies.
 - Provide input and support on downtown property enhancements.
- Downtown Appearance
 - Continue with the Have a Seat Adirondack chair project for one more year.
 - 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 facilitate the downtown banner program.

Brunswick Downtown Association

Profit and Loss
January - December 2022

	TOTAL
Income	
Banner Program	5,300.00
Donations/Grants	3,081.51
Fundraisers/Events	
Adirondack Chair Income	15,708.78
Art Festival	29,820.63
Brunswick Monopoly	325.00
Buy Local Buy Brunswick Income	32,308.50
Community BBQ	12,995.00
Early Bird Sale/Bed Race	1,350.00
Holiday Events	6,500.00
Holiday Lighting	5,498.04
Longfellow Days	2,000.00
Music on the mall	27,240.46
Raffle	4,313.99
Second Friday Brunswick	12,033.31
Silent auction	25,670.59
Speaking Events	19,434.67
Total Fundraisers/Events	195,198.97
Leadership Campaign	28,643.90
Marketing Income	1,294.83
Map	16,610.42
Total Marketing Income	17,905.25
Membership/dues	47,569.89
Town of Brunswick	95,000.00
Visitor Center	
Ads/Rack space	3,000.00
Concord Bus Ticket Sales	2,371.43
Visitor Center Mgmt/operations fee	56,590.02
Visitor Center Misc Income	50.00
Total Visitor Center	62,011.45
Total Income	\$454,710.97
GROSS PROFIT	\$454,710.97
Expenses	
Banners	1,217.00
Fundraisers & Events	
Adirondack Chair Expense	5,383.95
Art Festival	9,609.68
Buy Local Buy Brunswick Expense	24,889.79
Community BBQ Expenses	2,496.81
Early Bird Sale/Bed Race	491.50

Brunswick Downtown Association

Profit and Loss
January - December 2022

	TOTAL
Holiday Events	5,243.36
Holiday Lighting Expense	30,379.68
Longfellow Days	675.00
Music On The Mall	7,986.67
Raffle Expenses	150.00
Second Friday Brunswick	988.73
Silent Auction	4,099.45
Speaking Events	7,308.97
Total Fundraisers & Events	99,703.59
General & Administrative	
Insurance	3,446.22
Operating Expense	18,845.55
Rent or Lease of Buildings	16,800.00
Total General & Administrative	39,091.77
Leadership Club Campaign	60.00
Main Street Maine Program	5,294.82
Marketing	2,479.83
Map Production	5,629.18
Website	24.85
Total Marketing	8,133.86
Office Payroll Expenses	
HSA Contribution	2,999.88
Office Payroll Taxes	14,926.06
Office Staff	195,052.97
Total Office Payroll Expenses	212,978.91
Office/General Administrative Expenses	1,309.27
PayPal Fees	164.96
Visitor Center Expenses	11,184.20
Merchant Credit Card Fees	15.90
Visitor Center Payroll Tax Expenses	4,114.36
Visitor Center Staff	40,738.30
Total Visitor Center Expenses	56,052.76
Total Expenses	\$424,006.94
NET OPERATING INCOME	\$30,704.03
NET INCOME	\$30,704.03

Brunswick Downtown Association

Budget Overview: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL
Income	
Banner Program	5,300.00
Donations/Grants	2,000.00
Fundraisers/Events	
Adirondack Chair Income	13,000.00
Art Festival	25,000.00
Buy Local Buy Brunswick Income	40,000.00
Community BBQ	15,000.00
Early Bird Sale/Bed Race	2,500.00
Holiday Events	4,000.00
Holiday Lighting	7,500.00
Longfellow Days	2,000.00
Music on the mall	25,000.00
Second Friday Brunswick	10,000.00
Silent auction	25,000.00
Speaking Events	15,000.00
Total Fundraisers/Events	184,000.00
Leadership Campaign	25,000.00
Marketing Income	1,500.00
Membership/dues	47,683.92
Town of Brunswick	140,000.00
Visitor Center	
Ads/Rack space	2,400.00
Visitor Center Mgmt/operations fee	59,316.75
Total Visitor Center	61,716.75
Total Income	\$467,200.67
GROSS PROFIT	\$467,200.67
Expenses	
Banners	4,000.00
Fundraisers & Events	
Adirondack Chair Expense	5,000.00
Art Festival	10,000.00
Buy Local Buy Brunswick Expense	20,000.00
Community BBQ Expenses	3,000.00
Early Bird Sale/Bed Race	600.00
Holiday Events	5,000.00
Holiday Lighting Expense	32,000.00
Longfellow Days	2,000.00
Music On The Mall	8,000.00
Second Friday Brunswick	1,000.00
Silent Auction	5,000.00
Speaking Events	11,000.00
Total Fundraisers & Events	102,600.00

Brunswick Downtown Association

Budget Overview: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL
General & Administrative	
Insurance	4,500.00
Operating Expense	20,000.00
Rent or Lease of Buildings	16,800.00
Total General & Administrative	41,300.00
Main Street Maine Program	10,000.00
Marketing	6,000.00
Website	500.00
Total Marketing	6,500.00
Office Payroll Expenses	
Employee Benefits	15,000.00
Office Payroll Taxes	16,227.96
Office Staff	212,130.21
Total Office Payroll Expenses	243,358.17
Visitor Center Expenses	11,000.00
Visitor Center Payroll Tax Expenses	3,442.50
Visitor Center Staff	45,000.00
Total Visitor Center Expenses	59,442.50
Total Expenses	\$467,200.67
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00



SPONSORSHIP OPPORTUNITIES 2023





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 2023 and I hope you were able to enjoy the events we held in 2022. 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 - promote local artisans, performers, and downtown businesses
- Ten Music on the Mall summer concerts - attract over 800 attendees at each performance
- Brunswick Outdoor Arts Festival - the largest juried art festival in northern New England attracting 5,000 – 8,000 attendees from across the region
- Community Barbecue - pays tribute to our first responders including our fire fighters, police officers, EMTs, and healthcare professionals
- Early Bird Sale - 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, lighting the Christmas Tree, and more.

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
- 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
- Buy Local Buy Brunswick Gift Card program
- "Have A Seat" Adirondack Chair Project. Beautifully painted Adirondack chairs line Maine Street during the Summer.

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

BDA SPEAKER SERIES



The BDA hosts 3 Speaking events including the Annual Meeting in January, a Spring event (this year paying tribute to outgoing Bowdoin College President Clayton Rose), and a Fall event (TBD). The series focus on programs and activities that are of interest to Brunswick businesses and the general community. The events have been very well attended in the past, many are filled to capacity, depending on the parameters of the venue.

Target Audience

Businesses, non-profit organizations, BDA members, municipality, and local residents

Anticipated Attendance

Determined by venue capacity, typically 100 to 150.

Date / Time

Annual Meeting: Thursday, January 26th

Spring: April 5th

Fall: TBD

SPONSORSHIP BENEFIT BDA Speaker Series	Presenting Sponsor(s) Three Event Series \$4,000	Supporting Sponsor(s) One Event \$1,500
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 9, July 14, August 11, September 8

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

Target Audience

All ages

Anticipated Attendance

8,500 for the season

500 - 1,200 per concert

Date / Time

Wednesdays, June 28 to August 30 • 6 p.m.

Location

Town Mall

SPONSORSHIP BENEFIT Music on the Mall	Presenting Sponsors 2 Available \$6,500	Supporting Sponsors 10 Available \$800 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 19 • 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
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	✓	✓	
On-site exhibit space	✓		





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. Free to all.

Target Audience

Local residents, families of all ages

Anticipated Attendance

900 – 1,200

Date / Time

Saturday, September 9 • 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 MAINE



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. Online auction to be determined.

Target Audience

BDA members, area & summer and others

Anticipated Attendance

200 - 400

Dates / Times

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 1 p.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 11 • 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 – 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 25 • 3:00 to 6:00 p.m.

Location

Town Mall

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



Holiday Lighting



Join the BDA as we light up downtown during the Holiday Season! Many large trees along Maine Street are wrapped in beautifully lit white lights to create a festive and warm glow during this special time of the year. The lamp posts are wrapped in lights and adorned with a live wreath. Lamp posts feature a personalized "gift tag" with business name/logo or family name – whatever the "adopter" would like. The beautiful lit Christmas Tree on the Town Mall highlights the meaning of the season. The Gazebo and warmly lit trees on the Mall provide a perfect backdrop for Holiday photos.

Target Audience

Local residents and visitors of all ages

Anticipated Attendance

Thousands

Date / Time

Mid-November through February

Location

Brunswick Town Mall, Maine Street

SPONSORSHIP BENEFIT Holiday Lighting	Christmas Tree Sponsor \$2,500	Lamp Post "Adopter" \$150
Logo/business name at base of Christmas tree	✓	
"Gift tag" with logo/business name attached to wreath		
Logo/business name on marketing materials		✓
Logo & link on event website page and social media mentions	✓	



HAVE A SEAT

BDA's Painted Adirondack Chair Program

ONLINE AUCTION

#haveaseatbrunswick



The BDA Design Committee created the Have A Seat Adirondack chair project to bring a unifying spark of joy to Downtown Brunswick. Brunswick community businesses, local artists, and community organizations have come together to create an environment downtown that invites tourists, local shoppers, families, and others to stop, sit and smile. Online auction held in September.

Target Audience

Businesses, locals, and visitors.

Date / Time

May to early September.

SPONSORSHIP BENEFIT HAVE A SEAT

Presenting Sponsor(s)
Three Available
\$1,000

Logo with link in auction email campaign



Logo with link on auction header on BDA's Auction website



Buy Local Buy Brunswick gift card



A Community Gift Card Program that drives dollars and marketing exposure to independent small businesses in Brunswick while keeping more money local.

Target Audience

Businesses, Non-profits, locals, shoppers and visitors.

Date / Time

Year round.

SPONSORSHIP BENEFIT Buy Local BUY BRUNSWICK	Presenting Sponsor(s) Four Available \$5,000
Logo on gift card sleeve accompanying each physical gift card	✓
Logo with link BDA Buy Local Buy Brunswick web page	✓
Name on Buy Local Buy Brunswick Giverang web page	✓
Logo in email & social media campaigns	✓





Please check your desired sponsorship opportunity

Business Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

☐ My check is enclosed

☐ Please bill me

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!

Your support is pivotal to the BDA's success on a number of levels. Your help provides not only needed financial resources, but also serves as a bellwether that we are a worthy investment.

The Brunswick Downtown Association (BDA) is a 501(c)(3) organization.

BDA Speaker Series

☐ **Presenting Sponsor, 3 Event Series**
\$4,000

☐ **Supporting Sponsor, One Event**
\$1,500

2nd Friday Brunswick

☐ **Presenting Sponsor, Four Events**
\$3,000

☐ **Supporting Sponsor, One Event**
\$1,000

Music on the Mall

☐ **Presenting Sponsor**
\$6,500 Entire Series

☐ **Supporting Sponsor, One Concert**
\$800 Call the BDA office for availability

Outdoor Arts Festival

☐ **Presenting Sponsor**
\$5,000

☐ **Supporting Sponsor**
\$1,000

Community Barbecue

☐ **Presenting Sponsor**
\$3,000

☐ **Supporting Sponsor**
\$1,200

☐ **Food Sponsor**
In Kind

Magic on Maine Auction

☐ **Online Presenting Sponsor**
\$2,500

☐ **Live Presenting Sponsor**
\$2,500

☐ **Live Supporting Sponsor**
\$750

Rolling Slumber Bed Races

☐ **Presenting Sponsor**
\$2,500

☐ **Supporting Sponsor**
\$500

Holiday Lighting

☐ **Christmas Tree Sponsor**
\$2,500

☐ **Lamp Post**
\$150

Tree Lighting with Santa

☐ **Presenting Sponsor**
\$2,500

☐ **Horse-drawn Wagon Sponsor**
\$1,200

☐ **Food Sponsor**
In Kind

Have A Seat

☐ **Online Auction Sponsor**
\$1,500

☐ **Chair Sponsor**
\$225

Buy Local Buy Brunswick

☐ **Presenting Sponsors**
\$5,000

TOTAL: _____