



SPONSORSHIP OPPORTUNITIES
69TH MAINE LOBSTER FESTIVAL
AUG 3-7, 2016

The Maine Lobster Festival is the premier summer food festival in New England. Held in Rockland, Maine, "The Lobster Capital of the World," the festival draws more than 80,000 people over five days to enjoy succulent Maine lobster, beautiful ocean views and friendly Maine hospitality.



In 2016, the Festival will celebrate its 69th year of honoring the great crustacean, August 3 through August 7. An event that grows in attendance and reputation every year, the Maine Lobster Festival includes nationally known entertainment.

Past headliners include The Temptations, Edgar Winter, Uncle Kracker, the Dixie Chicks, Willie Nelson, Dwight Yoakam, Don Mclean, Clint Black, Chubby Checker, and Sha Na Na, as well as hundreds of quality Maine-based performers. Visitors also can enjoy Maine crafts, a gigantic two-hour parade, the world famous "Lobster Crate Races" and of course, the "Maine" eating tent, where visitors have their choice of a single, double, or triple lobster dinner, plus clams, mussels, scallops, and other delectable's from our shores

Not only does the Maine Lobster Festival provide five fun-filled days of feasting and entertainment, but our volunteer Board of Directors commits its resources to the community in a variety of ways throughout the year. Since 1991 the Maine Lobster Festival has donated over \$500,000 in proceeds back to the community-revenues that were generated solely with volunteer labor. The festival has no paid employees.

Past endeavors include providing the City of Rockland and neighboring communities Fire and EMS Departments with new equipment such as new ambulances, fire response vehicles and hazardous materials trailer; providing new floats for the harbor; paving the Public Landing and purchasing an ocean-view park for the entire community to enjoy. Our Board is undertaking the ambitious project of helping the Rockland Recreation Center with renovations and providing funds to help bring the Bob Gagnon Cancer Care Center from a dream to reality for the residents of Midcoast Maine. In addition the Maine Lobster Festival supports the continuing education of our local students with annual scholarship awards.

To raise the necessary funds to mount a successful, world-class festival, a wide variety of gift and sponsorship opportunities have been developed and are included within these pages. Each gift, whether purely charitable or including a marketing benefit for the donor, is an investment in our region. There are many unique opportunities to participate as an event sponsor.

We hope you'll join us at any of the following levels, or work with our team to create a customized partnership that benefits our common audience.



OFFICIAL SPONSOR

\$20,000

As an official sponsor, your company will benefit from maximum exposure leveraged through significant branding placement at the premier Summer Festival of coastal Maine. Key collateral opportunities at the Maine Gate and throughout the grounds are offered, as well as the opportunity to be an important part of this historic 5 day Festival event with exposure to over 80,000 annual visitors. In addition to a strong on-site presence during the Festival itself, Official Sponsorship agreements include immediate year-long and continual featured web exposure on both our website and social media outlets.

Other Prime Benefits Include:

- Full page color advertisement in the Official Maine Lobster Festival Program guide distributed throughout the grounds as a complementary take away to over 80,000 visitors.
- Company logo and key partnership link on our www.maine lobster festival.com website and social media outlets
- Key collateral placement throughout the festival grounds
- Opportunities to promote your company with an on-site presence
- Targeted Public Address announcements throughout the 5 day Festival
- Opportunity to serve as a guest MC at a music stage event of your choice
- Day passes and entertainment passes for you and your staff
- Other benefits to be negotiated and tailored based on Sponsor's needs and festival availability



OFFICIAL TEE SHIRT SPONSOR

\$12,000

If you would like to feature your brand and logo on over 1500 volunteer tee-shirts then we urge you to consider becoming the Official Tee-Shirt Sponsor for the 69th Annual Maine Lobster Festival, August 3- Aug 7, 2016. This is a terrific way to not only show your support for this historic Festival but to benefit from prime exposure during and after the festival as well. These highly sought after tee-shirts are only made available to those amazing and dedicated folks who volunteer their time with us each year. Imagine hundreds of volunteers on the grounds throughout the festival wearing your logo while greeting the over 80,000 visitors we welcome.

Other Prime Benefits Include:

- Immediate and continual web exposure with logo branding as well as a partnership link on our www.mainelobsterfestival.com website and social media outlets
- Key collateral placement on the festival grounds
- Acknowledgement in the Official Maine Lobster Festival Program guide distributed throughout the grounds as a complementary take away to over 80,000 visitors.
- Day passes and entertainment passes for you and your staff



MAJOR TENT SPONSORSHIP

\$3,000.00 AND UP

Main Stage entertainment venue, " Maine Food Tent" and Commercial Tents located in the heart of the festival grounds offer several unique and high-profile opportunities to get your name and message out to eager Festival crowds.



SPECIALTY TENT SPONSORSHIPS

\$1,500.00 AND UP

The festival grounds feature specialty tents that are visited by our attendees. Your company logo will get great exposure and will be placed at the entrance of a tent, as well as on our Web site's sponsorship page, along with a link to your company.

Tents include: Lobster Cafe, Fine Art / Maine Craft Tent,, other Commercial Tents, Marine Experience Tent, North Entertainment Tent, Children's Tent and Maine Heritage Tent.



INFORMATION BOOTH SPONSOR

\$750.00 per exposure side

The Information Booth is the first booth that festival attendees see after entering through the Main Gate. This is the place everyone goes for information and for souvenirs. A popular spot, you can place your company name and logo on one side of this booth - or all four if you would like! Your presence also will be included on our Web site's sponsorship page with a link and your company logo.



FRIEND OF THE FESTIVAL

\$500.00 and up

As a Friend of the Festival sponsor, you will have space in a premier location on the festival grounds. With space on the grounds, you can promote your product through demonstrations, samples, giveaways and free-to-enter raffles. Your participation will be included on our Web site's sponsorship page with a link and your company logo.



PANCAKE BREAKFAST

\$500.00

Every morning, hundreds of hungry festival-goers make their way to the "Maine" eating tent to enjoy hot, fluffy pancakes. Your company can be associated with the warm, fuzzy feeling a good hearty breakfast brings to our guests. Your company logo will be placed in front of the eating tent during the pancake breakfast each morning, as well as on our Web site's sponsorship page, along with a link to your company.



LET'S GET CREATIVE!

The festival is full of fun events that draw large crowds of participants as well as spectators. Your company logo will be placed on the grounds for all to see in addition to our Web site's sponsorship page, along with a link to your company. Events include Cod Fish Carry, Children's Fun Run, Children's Parade, Little Lobster Diaper Derby, Kid's Lobster Eating Contest, Adult 10K Road Race, Blindfold Rowboat Race and more.

Thank you for your interest in supporting the Maine Lobster Festival. For information on gift and sponsorship opportunities, please contact:

John Ferraiolo 207-975-1190 sponsors@mainelobsterfestival.com