



Sponsorship Opportunities 2010

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 100,000 people over five days to enjoy succulent Maine lobster, beautiful ocean views and friendly Maine hospitality.

In 2010, the Festival will celebrate its 63rd year of honoring the great crustacean, August 4 through August 8. An event that grows in attendance every year, the Maine Lobster Festival includes nationally known entertainment. Past entertainment has included the Dixie Chicks, Willie Nelson, Dwight Yokam and Sha Na Na, as well as local celebrities. 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!

Not only does the Maine Lobster Festival provide five fun-filled days of feasting and entertainment, but also our volunteer Board of Directors commits its resources to the community in a variety of ways throughout the year. Past endeavors include providing the city’s Fire and EMS Department with a new ambulance 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. Currently, the 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.

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.

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

Wendy Buretta, Director of Sponsorship

P.O. Box 522

Rockland, ME 04841

207-691-9229

sponsors@mainelobsterfestival.com



Sponsorship Opportunities 2010

Official Sponsor \$25,000

As the Official Sponsor of the Maine Lobster Festival, your presence will be felt throughout the grounds. You will have substantial space on the “Top of the Hill” — adjacent to the main gate along Main Street. This is the first area people see when visiting the festival. With space on the hill, you can promote your product through demonstrations, samples, giveaways and free-to-enter raffles.

- Overall benefits of official sponsorship include:
- Premier space at the “top of the hill”;
- A full page color ad in the official Maine Lobster Festival program guide;
- 10 public address announcements of your choice daily for all five days of the event;
- Opportunity to serve as a guest MC at the music stage event of your choice;
- Company logo and link included on sponsorship page of MaineLobsterFestival.com
- 10 five-day passes to the Maine Lobster Festival; and
- Four main stage entertainment passes.

Volunteer T-shirt Sponsor \$15,000

As the Official Volunteer T-shirt Sponsor of the Maine Lobster Festival, your logo will adorn the sleeve of more than 1,300 T-shirts that are worn by our volunteers. A hot commodity at the festival, these shirts are only available to volunteers. The festival could not happen without the more than 1,000 volunteers who help with everything from taking tickets to cooking lobsters.

If you are familiar with the Maine Lobster Festival, you know that these shirts last longer than the first weekend in August. They are a source of pride and are worn year round by volunteers, increasing your exposure. Your presence also will be included on our Web site’s sponsorship page with a link and your company logo.

Friend of the Festival \$3,500

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 presence also will be included on our Web site’s sponsorship page with a link and your company logo.

Information Booth Sponsor \$750/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 souvenirs. A popular spot, you can place your company name and logo on one side of this booth — or a front if you would like! Your presence also will be included on our Web site’s sponsorship page with a link and your company logo.

Pancake Breakfast \$400

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.

Tent Sponsorship varies

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: Fine Art Tent, Maine Craft Tent, “Maine” Eating Tent, Commercial Tents, Marine Experience Tent, North Entertainment Tent, Children’s Tent and Maine Heritage Tent.

Event Sponsorship varies

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.

Since 1991 the Maine Lobster Festival has donated nearly \$550,000 in proceeds back to the community—revenues that were generated solely with volunteer labor. The festival has no paid employees.



	OFFICIAL SPONSOR (\$35,000)	OFFICIAL VOLUNTEER T-SHIRT SPONSOR (\$15,000)	FRIENDS OF THE FESTIVAL (\$3,500)	INFO BOOTH/QUAD SPONSORSHIP (\$750)	PANCAKE BREAKFAST (\$400)	TENT SPONSORSHIP (VARIOUS)	EVENT SPONSORSHIP (VARIOUS)
Festival grounds recognition							
Ten public address announcements	X						
Invitation to MC	X						
Invitations to all festival special events	X	X					
Premier space on the "Top of the Hill"	X						
Premier space on festival grounds	X	?		X			
Major on-site recognition at the festival							
On-site recognition at festival	X	X					
Official program guide/communications							
Full page color ad in official MLF guide	X						
Quarter page ad in official MLF guide		X					
Recognition in all MLF communications	X	X		X			
Listing, logo and link on the official MLF website	X	X		X			
Listing in the official festival program guide	?	?		?			
Permission to use the official MLF logo in all sponsor com	X	X		X			
Product/logo placement *							
Specialty logo placement		X					

*See reverse side for additional details

Put other information down here. What additional information or data might people want to make a decision about sponsorship?

- Festival history
- Festival attendance
- Demographics and geographic info?