

**New  
Packet  
Design!**

**VISITBATH.COM**



**MAIN STREET  
BATH, MAINE**

**User-Friendly,  
At-A-Glance  
Style!**

## **2024 Sponsorship & Marketing Partnership Menu**

- Preview the entire year of MSB events.
- Select Sponsorship by season or choose the whole year.
- Additional Partnering Sponsorship is available.
- Make your Business Marketing plans in one spot; Map, Kiosks, Information Center Display, Website Listing, etc.
- Select pre-payment or planned payment during the year to suit your business needs.



# 2024 MAIN STREET BATH SPONSORSHIP MENU

15 Commercial Street, Bath, ME 04530

(207) 442-7291 [www.visitbath.com](http://www.visitbath.com) [director@visitbath.com](mailto:director@visitbath.com)



## WINTERFEST & BEE BATH BUY BATH

Wildly popular Winterfest brings light into the darkest part of year for merchants and community members. Our Favorite Yeti Mascot leads the way through free family activities and a Community Lantern Parade!

&

Bee Bath Buy Bath program incentivizes shoppers to support multiple businesses for eight weeks. It has proven to keep tens of thousands of dollars locally.

### FOUNDATION SPONSORS

- Logo Promotion Print & Online Marketing
- Public Recognition at In-Person Events
- Banner on Website January - March

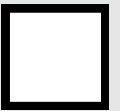
- \$1500 (2 available)



### SUPPORTING SPONSORS

- Name on Print & Online Marketing
- Public Recognition at In Person Events

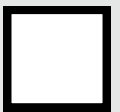
- \$500 (6 available)



### FRIENDS

- Name on Online Marketing
- Public Recognition at In Person Events

- \$250 (30 available)







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## SPRING INTO SUMMER & SUMMER CONCERT SERIES

Spring Into Summer is the kick off to the Summer Season as an economic driver for our downtown economy. We organize downtown promotions and partner to produce a host of free family activities.

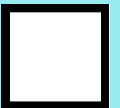


Our Summer Concert Series books, markets and pays for three free concerts each week. Two at Library Park and One at Waterfront Park from June through the end of August.

### FOUNDATION SPONSORS

- Logo Promotion Print & Online Marketing
- Public Recognition at In-Person Events
- Banner on Website April - June

- \$2500 (2 available)



### SUPPORTING SPONSORS

- Name on Print & Online Marketing
- Public Recognition at In Person Events

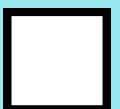
- \$500 (12 available)



### FRIENDS

- Name on Online Marketing
- Public Recognition at In Person Events

- \$250 (20 available)







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## BATH HERITAGE DAYS & MOVIES IN THE PARK

The BIGGEST festival in the mid coast, Bath Heritage Days is our celebration of the Fourth of July. Multiple days include a carnival, live music at multiple locations, a beer garden, food trucks, antique car show, art show, firemen's muster and parade!

Movies in the Park are held twice in August, at Library Park and have become a beloved & tradition for our local families. One family had started out as a visitor and decided to move to bath because of this event.

### FOUNDATION SPONSORS

- Logo Promotion Print & Online Marketing
- Public Recognition at In-Person Events
- Banner on Website July -Sept

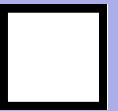
- \$1500 (10 available)



### SUPPORTING SPONSORS

- Name on Print & Online Marketing
- Public Recognition at In Person Events

- \$500 (24 available)



### FRIENDS

- Name on Online Marketing
- Public Recognition at In Person Events

- \$250 (30 available)





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## AUTUMNFEST & OLD FASHIONED CHRISTMAS

Autumnfest is the kick off to the Holiday Season as an economic driver for our downtown economy. We organize downtown promotions and partner to produce a host of free family activities.

&

Old Fashioned Christmas in Bath is a month long celebration of our charming, historical downtown with festive lights, Santa's Arrival, Bright Night Bath and more!

### FOUNDATION SPONSORS

- Logo / Name on All Marketing
- Public Recognition at In-Person Events
- Banner on Website October - December

- \$2500 (2 available)



### SUPPORTING SPONSORS

- Logo / Name on All Marketing
- Public Recognition at In Person Events

- \$500 (6 available)



### FRIENDS

- Logo / Name on All Marketing

- \$350 (30 available)







# 2024 MAIN STREET BATH PARTNERING MENU

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## YEAR ROUND SPONSOR PACKAGE DISCOUNT

SELECTING FULL SEASON SPONSORSHIP AT ANY LEVEL (EVEN VARYING) IS REWARDED WITH A 10% DISCOUNT.

### FOUNDATION SPONSOR FULL PACKAGE

- Winter, Spring, Summer, Fall

• \$8000  
- 10% Discount =  
\$7200



### SUPPORTING SPONSOR FULL PACKAGE

- Winter, Spring, Summer, Fall

• \$2000  
- 10% Discount =  
\$1800



### FRIENDS SPONSOR FULL PACKAGE

- Winter, Spring, Summer, Fall

• \$1100  
- 10% Discount = \$990





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# PARTNERING SPONSOR

Be a year round champion for the work that supports downtown bath.

Sponsor the costs that are the framework for promoting Bath, Main Street events and reaching a wider audience. This is the foundation for attracting tourism, and raising awareness of our vibrant downtown culture and community.

## TIMES RECORD FULL PAGE SPONSOR

- Sponsors the cost of 12 Full Page Ads for Main Street Promotion of Events, Activities and Messaging.
- Includes ad for the sponsor on each page.

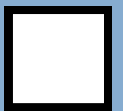
TAKEN BY  
Rocky's Ace Hardware



## RADIO ADVERTISING SPONSOR

- Sponsors year round spots @ WCLZ & WCME
- Sponsor is credited with mention on each ad

• \$2500 (2 available)



## WWW.VISITBATH.COM SPONSOR

- Be listed as the Sponsor on each page of [visitbath.com](http://visitbath.com)

• \$5000







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## MAINE DEVELOPMENT FOUNDATION

*Empowering Maine People to Power Maine's Economy*  
[www.mdf.org](http://www.mdf.org)



# PARTNERING SPONSOR

Be a year round champion for the behind the scenes work that keeps our programming alive. Whether helping make volunteers feel appreciated and engaged, or keeping the phone line active and ink in the printer or assisting with the annual costs of professional development. These are the non-event things that non-profits always need help with!

## VOLUNTEER RECOGNITION

- Help us retain our workforce of volunteers through Thank You's that are more meaningful
- Be listed as the sponsor at any Volunteer Recognition.

• \$500 (3 available)



## OFFICE PRODUCTS & SUPPLIES

- Paper, Ink, Stamps, Envelopes, you name it from all office supply needs. Credit will be via social media.

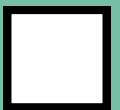
• \$500 (3 available)



## PROFESSIONAL DEVELOPMENT

- Help cover the costs for classes, conferences & more!

• \$500 (6 available)







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# MARKETING

## BUSINESSES CAN SELECT WHAT WORKS FOR THEM.

Your business may be the perfect fit to reach the 25,000 tourists that come through the Bath Regional Information Center each year. It may also be the perfect fit to be seen categorically listed in our annual Map & Brochure. This pamphlet hosts a map of the downtown plus the region, and is sent to all our partner locations with the Maine Office of Tourism & all downtown businesses. There are two downtown kiosks for businesses that are walkable from them. There is also our online business listing at [visitbath.com](http://visitbath.com) which is the first site that pops up when searching for this area.

### BATH REGIONAL INFORMATION CENTER

- Display Ads at varying sizes & prices
- Rack Space for smaller businesses
- Seasonal onsite promotion from BRIC staff

- Varying Prices
  - \$125-\$1500
- Reach out to discuss size options.



### MAP & BROCHURE - KIOSK

- Listing in 3000+ Map & Brochure
- Listing on Two Downtown Kiosks

- \$175 for Map Listing
- \$35 for Kiosk Listing



### WEBSITE LISTING

- Business Listing on [visitbath.com](http://visitbath.com)

- \$50 Online Listing





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## SUMMARY OF MENU SELECTIONS

**EVENT SPONSORSHIP TOTAL**

\$

**PARTNERING SPONSORSHIP TOTAL**

\$

**2024 MARKETING**

\$

**TOTAL INVESTMENT FOR 2024**

\$

- **BUSINESS NAME:**
- **ADDRESS:**
- **PHONE:**
- **CONTACT PERSON:**
- **EMAIL:**

I WOULD LIKE TO PAY THE SUM AT ONCE.

I WOULD LIKE TO PAY THROUGHOUT THE YEAR.


- **SIGNATURE:**