



2026 MAIN STREET BATH SPONSORSHIP PACKET



15 Commercial Street, Bath, ME 04530, (207) 442-7291, visitbath.com
Amanda@visitbath.com and Camille@visitbath.com

Main Street Bath is proud to be the first accredited Main Street in Maine, and our award-winning organization helps our downtown thrive *thanks to our partnerships with businesses and groups like yours.*



MSB drives customers downtown

Through over 30 annual events and promotions each year, like Winterfest, Free Summer Concert Series, Movies in the Park, Bath Heritage Days and more, MSB brings 20,000+ people downtown. Our marketing reach extends to over 16K social followers and 4k e-newsletter subscribers with a 42% open rate.

Events Increase Spending!

For every \$1.00 invested in Main Street Programming, \$23.00 is put back into the hands of our local small businesses. Our events lure demographics of people that are interested in exploring, discovering and spending their money on authentic experiences, products and services.



Main Street Bath isn't a place, it's a feeling!

From the flowers in the lamp posts to the wreath wrapped Hallet's Clock, the feeling of our downtown is not by accident. MSB is a part of the planning and scoping for design elements, connecting visitors to all corners of our business sector, ensuring that the walkable nature of our spaces are welcoming and memorable.

*Many thanks for your
consideration and partnership in
support of our Community!*



Amanda McDaniel
Director of Main Street Bath
Amanda@visitbath.com



Camille Kauffunger
Business Manager
Camille@visitbath.com



2026 EVENT SEASONS

Downtown is the heart of our community, and Main Street Bath events are inclusive, welcoming, and free! With sponsorship, we host 30+ accessible events each year, allowing residents and visitors to support local businesses. Your partnership helps us book talented musicians, offer engaging activities, and promote “shop local” programs. Together, we attract thousands to enjoy downtown Bath and support our thriving business community.

WINTER

WINTERFEST

*A one-day heartwarming & inclusive activity-driven event featuring The Yeti and Lantern Parade.
Avg. Attendance: 500+*



BEE BATH - BUY BATH

Two-month buzzworthy “shop-local” incentive program spurring a \$40,000+ investment in our downtown hive.



SPRING

SPRING INTO SUMMER

*One family-friendly day of sales, activities, and “shop local” promotions generating over \$10,000.
Avg. Attendance: 500+*



SUMMER CONCERT SERIES

*24+ free concerts in 2 downtown parks, 3 times a week for 8+ weeks.
Avg. Attendance: 3600+*





2026 EVENT SEASONS

Downtown is the heart of our community, and Main Street Bath events are inclusive, welcoming, and free! With sponsorship, we host 30+ accessible events each year, allowing residents and visitors to support local businesses. Your partnership helps us book talented musicians, offer engaging activities, and promote “shop local” programs. Together, we attract thousands to enjoy downtown Bath and support our thriving business community.

SUMMER

BATH HERITAGE DAYS

50-year-old regional tradition celebrating the 4th of July with music, events, vendors, and art.
Avg. Attendance: 5000+

MOVIES IN THE PARK

Two free movies in the park with concessions.
Avg. Attendance: 200+



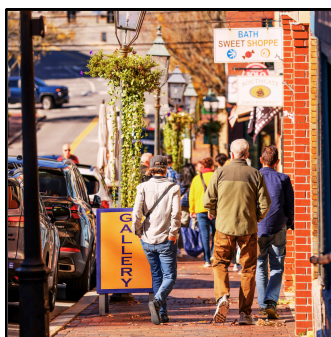
FALL

AUTUMNFEST

One family-friendly day of sales, activities, and “shop local” promotions generating over \$14,000.
Avg. Attendance: 500+

OLD FASHIONED CHRISTMAS

A month of festive all-ages holiday events, including trolley rides, caroling, Santa visits, Bright Night Bath, and more.





2026 SPONSORSHIP BENEFITS

Keeping our Downtown healthy and vibrant comes with some benefits for you and your business. Main Street Bath's powerful website and social media reach stretches your business branding to thousands of people who would love to know your business cares about this community.

Benefits scale by sponsorship level, with higher tiers receiving increased visibility, frequency, and priority placement.

Seasonal benefits align with our four annual event seasons (Winter, Spring, Summer, Fall). Exact dates, placements, and formats may vary based on event needs, weather, and production schedules.

PROGRAM SPONSORSHIP LEVELS AND BENEFITS	FOUNDATION	SUSTAINING	SUPPORTING	FRIEND
LOGO ON WEBSITE HOMEPAGE BANNER EACH SEASON <i>100,000 site visitors per year</i>	✓			
NAME ON EVENT WEBPAGES <i>1000's page visits per event</i>	✓	✓	✓	✓
LOGO ON EVENT POSTERS <i>Distributed regionally.</i>	✓	✓		
SOCIAL MEDIA SPONSORSHIP EVENT ACKNOWLEDGEMENT <i>Tagging your business to say Thank You!</i>	ONCE EACH SEASON	ONCE EACH SEASON	ONCE EACH SEASON	ONCE EACH SEASON
E-NEWSLETTER SPONSORSHIP <i>Linked Logo on both Business & Community e-blasts reaching thousands</i>	✓	✓	✓	
BATH HERITAGE DAYS T-SHIRT <i>Logo on the back of collectible Heritage Days T-Shirts</i>	✓			
HOLIDAY BROCHURE <i>Name on highly sought after holiday season calendar brochure.</i>	✓	✓	✓	✓
HOLIDAY COMMERCIAL <i>Logo on commercial which airs on tv and streams across the state.</i>	✓	✓		

Amanda or Camille are happy to sit down with you to discuss questions about the benefits to your business and work with you to create a plan that fits your needs and budget.



MAIN STREET BATH SPONSORSHIP PLEDGE FORM

Your sponsorship fuels community vitality, supports free events, and brings thousands of visitors to downtown Bath each year.

FOUNDATION PARTNER

\$10,000

PER YEAR

High impact programming

SUSTAINING PARTNER

\$5000

PER YEAR

Robust & vibrant

SUPPORTING PARTNER

\$2400

PER YEAR

Consistent energy

FRIEND OF MAIN STREET

\$1400

PER YEAR

Inclusive & inviting



**UNABLE TO COMMIT TO FULL YEAR? SELECT SEASONS
EACH SEASON IS ONE QUARTER OF ANNUAL COST***

WINTER

Winterfest
Bee Bath Buy Bath

SPRING

Spring Into Summer
Summer Concert Series

SUMMER

Bath Heritage Days
Movies in the Park

AUTUMN

Autumnfest
Old Fashioned Christmas

***BENEFITS WILL BEGIN WHEN INVOICE IS PAID IN FULL.**

TWO WAYS TO SIGN UP!

[VISITBATH.COM/SPONSORSHIP](https://visitbath.com/sponsorship)

OR SCAN THE QR CODE



IF YOU WOULD PREFER TO SPEAK TO THE OFFICE TO SECURE SPONSORSHIP
PLEASE EMAIL: CAMILLE@VISITBATH.COM OR CALL (207) 442-7291