



2025 MAIN STREET BATH SPONSORSHIP & MARKETING 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 and historic and thriving downtown continues to serve as a model for other Main Streets across the country thanks to our partnerships with businesses and groups like yours.

Our staff and volunteers are committed to providing free events to the public, lifting up the City of Bath, and celebrating our local businesses across the lifespan from new start-ups to legacy family businesses and institutions in our downtown. Because we are not a membership-based organization, we rely on sponsorship and donations from the City of Bath, residents, and businesses in the community to help us organize over 30 community events and “shop-local” promotions throughout the year, provide business support, and keep our downtown healthy, connected, and decorated.

Inside our Sponsorship and Marketing Packet you’ll find information on the following:

1. Descriptions of the Four Seasons of Main Street Bath Events/Programs and Four Sponsorship Levels, including a discount opportunity for year-round support.
2. Benefit list for each Sponsorship Level
3. Pledge Form to submit your sponsorship and marketing choices for the current year.

Make your selections now to maximize your outcomes and save time during the year or let us know as each season approaches.



Two Main Street Bath fundraising events are *not included* in our packet, our annual fundraising Gala/Concert in September and our Annual Meeting Dinner. We’ll share more about participating in these events towards the middle of the year.

Thanks for joining us in the work of being a Main Street. Together we advance shared prosperity, improve the quality of life in our communities, and create a thriving local economy, distinctive and rich in character and featuring welcoming spaces and diverse businesses for residents and visitors alike.

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



MAIN STREET BATH 2025 EVENT SEASONS

Downtown is the heart of our community, and Main Street Bath events are designed to be inclusive, welcoming, and free to the public! Through sponsorship, we offer 30+ accessible events each year without passing costs on to the community, allowing residents and visitors to spend with local businesses instead. Your partnership enables us to book talented musicians & performers, offer engaging activities, and organize successful "shop local" incentive programs. Together, we draw thousands of visitors and residents to enjoy downtown Bath and keep our business community thriving.

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.



FOUNDATION

\$2500
SEASON

SUSTAINING

\$1250
SEASON

SUPPORTING

\$600
SEASON

FRIEND

\$350
SEASON

YES, I'D LIKE TO SPONSOR THIS SEASON OF DOWNTOWN EVENTS!

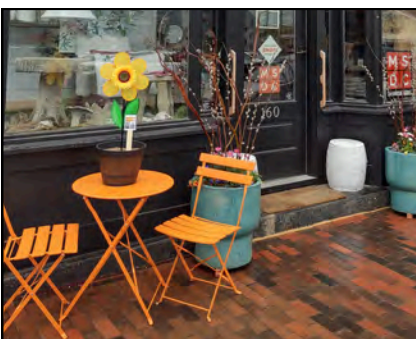
SPRING

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+



FOUNDATION

\$2500
SEASON

SUSTAINING

\$1250
SEASON

SUPPORTING

\$600
SEASON

FRIEND

\$350
SEASON

YES, I'D LIKE TO SPONSOR THIS SEASON OF DOWNTOWN EVENTS!



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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+



FOUNDATION

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SEASON

SUSTAINING

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SEASON

SUPPORTING

\$600
SEASON

FRIEND

\$350
SEASON

YES, I'D LIKE TO SPONSOR THIS SEASON OF
DOWNTOWN EVENTS!

AUTUMN

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



FOUNDATION

\$2500
SEASON

SUSTAINING

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SEASON

SUPPORTING

\$600
SEASON

FRIEND

\$350
SEASON

YES, I'D LIKE TO SPONSOR THIS SEASON OF
DOWNTOWN EVENTS!

2025 MAIN STREET BATH SPONSORSHIP BENEFITS



| | FOUNDATION | SUSTAINING | SUPPORTING | FRIEND |
|---|--------------------------------|------------------------------|-----------------------------|-----------------------------|
| PROGRAM SPONSORSHIP LEVELS AND BENEFITS | \$2500 SEASON OR \$10,000 YEAR | \$1250 SEASON OR \$5000 YEAR | \$600 SEASON OR \$2400 YEAR | \$350 SEASON OR \$1400 YEAR |
| 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> | ✓ | ✓ | ✓ | ✓ |
| NAME ON PRINT MATERIAL <i>Brochures, handouts, fliers, distributed at event.</i> | ✓ | ✓ | ✓ | |
| LOGO ON EVENT POSTERS <i>Distributed regionally.</i> | ✓ | ✓ | | |
| ANNUAL DINNER TICKETS + DINNER SPONSOR SPOTLIGHT | TWO | ONE | | |
| SOCIAL MEDIA SPONSORSHIP EVENT ACKNOWLEDGEMENT <i>Tagging your business to say Thank You!</i> | 3X PER SEASON | 2X PER SEASON | 1X PER SEASON | 1 GROUP POST PER SEASON |
| SOCIAL MEDIA POST SHARING <i>We share your choice of business post to our 10,000 social media followers.</i> | 2X PER SEASON | 2X PER SEASON | 1X PER SEASON | 1X PER 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> | ✓ | | | |
| ANNUAL APPEAL ENVELOPE <i>Logo on the back of return envelopes showcasing your bold support to thousands</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> | ✓ | ✓ | ✓ | ✓ |

5%
Discount for
Year-Round
Sponsorship
paid in
advance.

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 & MARKETING PLEDGE FORM

EVENT SPONSORSHIP:

✓ Pick a sponsor level for each season you'd like to invest in with Main Street Bath.

Choose the same level all year or mix and match!

Get a 5% discount for Year-Round Sponsorship!

| FOUNDATION | SUSTAINING | SUPPORTING | FRIEND |
|----------------------|----------------------|---------------------|---------------------|
| \$2500 PER SEASON | \$1250 PER SEASON | \$600 PER SEASON | \$350 PER SEASON |

YES, I'D LIKE TO PICK & CHOOSE SEASONS & SPONSOR LEVELS THAT MEET MY BUSINESS NEEDS!

| | | | | |
|--|--|--|--|--|
| WINTER <i>Winterfest</i> <i>Bee Bath Buy Bath</i> | | | | |
| SPRING <i>Spring Into Summer</i> <i>Summer Concert Series</i> | | | | |
| SUMMER <i>Bath Heritage Days</i> <i>Movies in the Park</i> | | | | |
| AUTUMN <i>Autumnfest</i> <i>Old Fashioned Christmas</i> | | | | |



YES, I'D LIKE TO BE A YEAR-ROUND SPONSOR OF MAIN STREET BATH EVENTS!*

| | | | | |
|---|----------------------|--------------------|--------------------|--------------------|
| ✓ | \$10,000 PER YEAR | \$5000 PER YEAR | \$2400 PER YEAR | \$1200 PER YEAR |
|---|----------------------|--------------------|--------------------|--------------------|

EVENT TOTAL:

*5% DISCOUNT FOR YEAR-ROUND SPONSORS WITH ADVANCE PAYMENT!

PROGRAM SPONSORSHIP

Invest in our Main Street Bath team by supporting professional development and volunteer retention activities, and keeping our office stocked with resources for daily business and events.

| | | |
|---|---|---|
| PROFESSIONAL DEVELOPMENT | VOLUNTEER RECOGNITION | OFFICE SUPPLIES |
| <input type="checkbox"/> \$250 Helpful Lift <input type="checkbox"/> \$500 Big Boost | <input type="checkbox"/> \$250 Helpful Lift <input type="checkbox"/> \$500 Big Boost | <input type="checkbox"/> \$250 Helpful Lift <input type="checkbox"/> \$500 Big Boost |

PROGRAM TOTAL:

2025 MARKETING OPTIONS

VISITBATH.COM
100,000 site visitors annually.

MAP OF BATH
25,000 copies distributed statewide.

DOWNTOWN KIOSK
Capture downtown foot traffic.

BATH REGIONAL INFO CENTER
Interacting with 25,000 visitors a year.

| | | |
|---|---|---|
| VISITBATH.COM BUSINESS LISTING | MAP OF BATH & DOWNTOWN KIOSK LISTING | INFORMATION CENTER ADVERTISING |
| <input type="checkbox"/> \$50 - Annual Business Listing | <input type="checkbox"/> \$175 - Map Listing - Basic <input type="checkbox"/> \$25 - Extra Listing Length <input type="checkbox"/> \$35 - Kiosk (only 04530 zipcodes) | <input type="checkbox"/> Renew my 2024 Ad <input type="checkbox"/> Consult with staff for new Ad Display |

FOR QUESTIONS AND TO DISCUSS PRICING/SIZE: CAMILLE@VISITBATH.COM

PAY IN THE SPRING!

MARKETING TOTAL:

BUSINESS NAME, ADDRESS, AND CONTACT INFORMATION

TOTAL COMMITMENT:

SIGNATURE : _____

DATE: _____