



Thank You!

First, thank you for being part of **South Portland SpringFest**. This joyful event brings our community together, and **your support makes it all possible**. Below is everything you need to plan your participation, promote your involvement, and build excitement for May 16–17, 2025.

Key Contacts

Leadership Team

Rotary: Jim Britt & Nicole Albert
jimbrittrotdary@gmail.com, (207) 450-1385

City- Parks & Rec: Jenna Martyn-Fisher
jfisher@southportland.gov, (207) 767-7650

Sponsorship Team

Tony Wagner, Beverley Altenburg, Adrienne Murphy - plus other Rotary Gnomes

Logistics, Layout, and Communications

- The Mill Creek Park vendor map will be **shared in early May**
- Stay tuned for email updates from Jim with reminders, promo tips, and news
- On Saturday, May 17, **Rotarian Catherine Dorrington** will be at the **Rotary Tent** to greet exhibitors and assist with any needs

Three Quick To-Dos

1. Promote Your Involvement

- Grab logos, graphics, and press release copy here:
<https://spspringfest.com/logos-and-brand-assets>

2. Let Us Gnome Your Needs

- Do you have special requests, business promos, or pop-up ideas?
Email or call Jim — *anything goes! We're here to help.*

3. Get Your Teams Registered and Involved!

- **The Unstoppable Gnome Community Road Race** ([REGISTER](#))
- One-, three-, and five-mile options
 - Five-person relay (perfect for offices or friend groups)
 - **Gnome attire is encouraged!**
- **SpringFest Cornhole Championship** ([REGISTER](#))
 - Register at the link or email your teams to Jim
 - Novice and experienced categories
 - Five-person relay (perfect for offices or friend groups)
 - **Gnome glory and bragging rights await!**

Best Practices for Sponsors & Supporters

Build the Buzz ([Download Festival Assets](#))

- Post on social with **#SPSpringFest2025**
- Use the SpringFest logo in your emails and newsletters
- Hang posters or flyers (e.g. lobby, common areas)
- Invite your customers and members to join the fun

Connect with the Community

- Consider offering “SpringFest Specials” and customer perks
- Share behind-the-scenes planning stories
- Host something gnome-themed at your business

Capture the Magic

- Take photos and tag **@SPSpringFest**
- Encourage staff/volunteers to wear branded gear
- Share a recap post to celebrate your impact



About SpringFest 2025

Theme: *Gnome Sweet Gnome*

Dates:

- **Friday, May 16** – *Red Bank Community Night* (starts at 5:30 PM)
- **Saturday, May 17** – *Mill Creek* (Road Race @ 8 AM | Festival @ 11 AM – 3 PM)

WORKING SCHEDULE

Friday, May 16 – @ Red Bank Community Night (5:30 PM)

- Entertainment & Community Resources Exhibit
- Gnome-themed activities
- “*Gnome Cones & Cream*” Social for Red Bank neighbors

Saturday, May 17 – @ Mill Creek Park (11 AM – 3 PM)

- ***Unstoppable Gnome Road Race*** (*starts at 8 AM)
- *64-Team Cornhole Championship*
- Live bands hourly on the Gnomezebo Stage
- Children’s Entrepreneur Marketplace
- Hinckley Street Food Truck Takeover
- Dee Dee’s Gnome Hat Decoration Station
- Community Art Projects & Kids Activities
- Touch-A-Truck
- *Hometown Heroes* Recognition



Thanks Again!

SpringFest has become a beloved tradition that celebrates community, creativity, and connection. With your support, we’ll make this year’s event more vibrant, inclusive, and FUN than ever before.

We can’t wait to celebrate with you.

— **The SpringFest Team**

spspringfest.com • instagram.com/spspringfest • facebook.com/SouthPortlandSpringFest