



Waterville Main Street

Sponsorship Opportunities



Waterville Main Street's Mission

To advance efforts to develop the Downtown area into a thriving, energetic, commercial, social, cultural and entertainment destination.

Your support is vital to the growth and development of our community





Sponsorship Benefits Offer

A Chance to:

- Promote your business
- Invest in the community through quality programming
- Associate your business with a successful community development initiative
- Strategically generate visibility
- Strengthen Waterville Main Street's mission of revitalizing the Downtown district

Waterville Main Street invites your business to participate in unique sponsorship opportunities that offer an effective way of directly connecting with the Greater Waterville community



7th Annual Harvest Fest

October 18, 2009

Chili-cook off, hay rides, pony rides, pumpkin carving, pumpkin bowling, candy apple-making games for kids, scarecrow making and much more!

Parade of Lights ~ Kringleville

November 27 through December 23, 2009

One of central Maine's most well-attended events of the year along with Downtown's longest standing and beloved traditions

3rd Annual Seize the Mic

March & April, 2009

Maine's Premiere Karaoke Competition

4th Annual Main Street Madness

June 13, 2009

3-on-3 basketball tournament hosted in Downtown Waterville

40th Annual Intown Arts Fest

July 18, 2009

Featuring Maine's finest artists and hundreds of art-lovers strolling up and down Main Street to purchase fine art

The Hill 'n The Ville

September 12, 2009

Nationally known live music brings thousands of college students and members of the community to Downtown Waterville for a community – building celebration

Sponsorship Benefits

2008-2009

Presenting Sponsor

Benefits Include:

- Premiere logo inclusion on all printed materials
- Premiere logo inclusion on all digital communications (eNewsletters, website presence, etc.)
- Logo inclusion in all press releases (event editorial coverage)
- Strategic event presence (mentions, booth space, etc.)
- Link on WMSt website with acknowledgement, brief company profile and logo inclusion
- Banner placement at event
- Multiple mentions at event
- TBD cross-promotional opportunities and other special benefits

Lead Sponsor

Benefits Include:

- Lead logo included on all printed materials
- Logo inclusion on all digital communications including radio ads, eNewsletters, and college websites
- Logo inclusion on WMSt website with a link
- Inclusion in all press releases
- Prominent event presence
- TBD cross-promotional opportunities and other special benefits

Event Sponsor

Benefits Include:

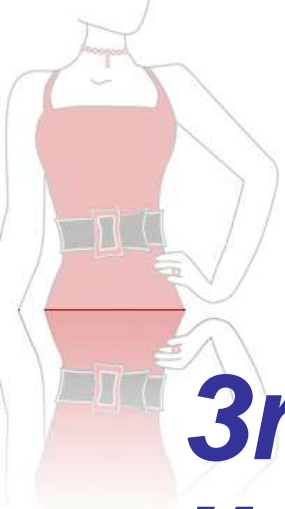
- Logo inclusion on select printed materials
- Inclusion in press releases
- Event presence
- TBD cross-promotional opportunities and other special benefits

Supporting Sponsor

Benefits Include:

- Logo inclusion in all printed materials
- Inclusion in press releases
- Event presence

Waterville Main Street invites you to support one of our exciting community development initiatives!



3rd Annual Seize the Mic

March & April, 2009

- Showcases talent from around the State in an exciting, competitive and FUN arena!
- Event consists of a series of qualifying rounds hosted at various establishments and culminates in a semi-finals and finals round
- Additional sponsorship benefits include complimentary tickets to semi-finals and finals event in addition to promotional inclusion and an ad in the event program

Sponsorship Levels:
Presenting: \$2,000
Lead: \$1,000
Event: \$500
Supporting: \$250



Seize the Mic...
 Central Maine's Premiere Karaoke Contest

Finals
 April 26, 2008
 7:30pm
 Waterville Opera House*

Tickets: \$8 (\$6 Seniors/Youth)

*Opera House final tickets are available at the following locations: Waterville Opera House Box Office, Waterville Main Street Office, Happy Trails & The Music Saloon

1st place: \$300
2nd place: \$200
3rd place: \$100

Qualifiers

Thursday, March 6, 9:00pm — Hafford's Saloon - Waterville
 Wednesday, March 12, 9:00pm — Bob-In - Waterville
 Tuesday, March 18, 9:00pm — Midnight Blues Club - Waterville
 Wednesday, March 26, 9:00pm — Bloomfield's - Showhegan
 Sunday, March 30, 2:00pm — Waterville HS - Trask Auditorium

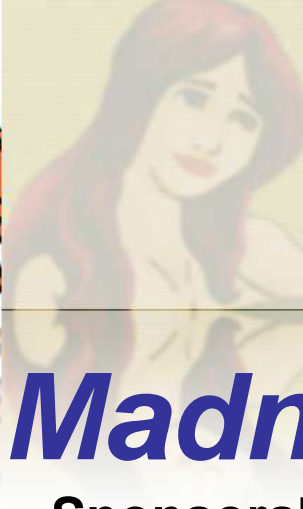
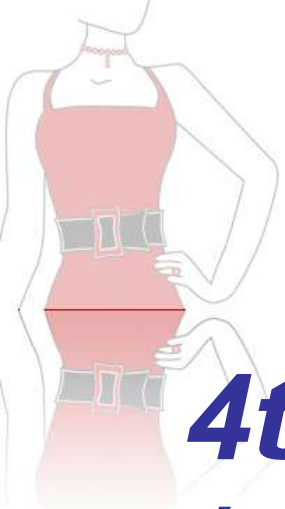
\$5 Registration Fee

Semi-Finals: Saturday, April 12 at Hafford's Saloon @ 2:00pm

Presented By:

Sponsored By:

www.watervillemainstreet.org
 For Eligibility & Performance Rules



4th Annual Main Street Madness

June 13, 2009

- *Designed to bring hundreds of people to Downtown while promoting healthy family-friendly competition*
- *9 co-ed age ranges (grades 6 and up)*
- *Certified trainer on site*
- *Excellent exposure for participating sponsors*
- *Event hosted in the Concourse*
- *Last year we had over 50 teams compete!*
- *This event is promoted heavily around the state and within the public school community*

Sponsorship Levels:
Presenting: \$2,000
Lead: \$1,000
Event: \$500
Supporting: \$250

3rd Annual MAIN STREET MADNESS

9 Age Groups

Don't Miss Your Chance To Win Celtics Tickets!

Register by June 6th!

3-on-3 Basketball Tournament

FIRE IT UP!

Saturday, June 14, 2008*

8:30am-9:30am Check-In
 10:00am Tournament Begins
 11:00am-3:00pm Free Throw Contest

Trophies will be presented throughout the day

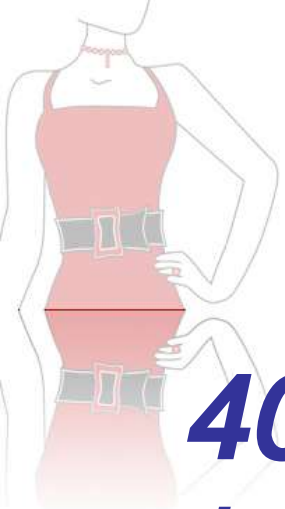
The Concourse, Downtown Waterville

*Rain Date: June 13th. If it rains that day, the event will be held at an indoor facility

Presenting Sponsor: Elie's Juice
 Media Sponsor: FOX SPORTS RADIO 97.5 1280 1450
 In Partnership With: M. MAINE
 Court Sponsors: PINE TREE, DIRTBORN, GET IN THE AIR AND STAY THERE
 Free Throw Sponsor: Morning Sentinel
 W.M.S.U.

Register by June 6th at www.watervillemainstreet.org or call 680-2055





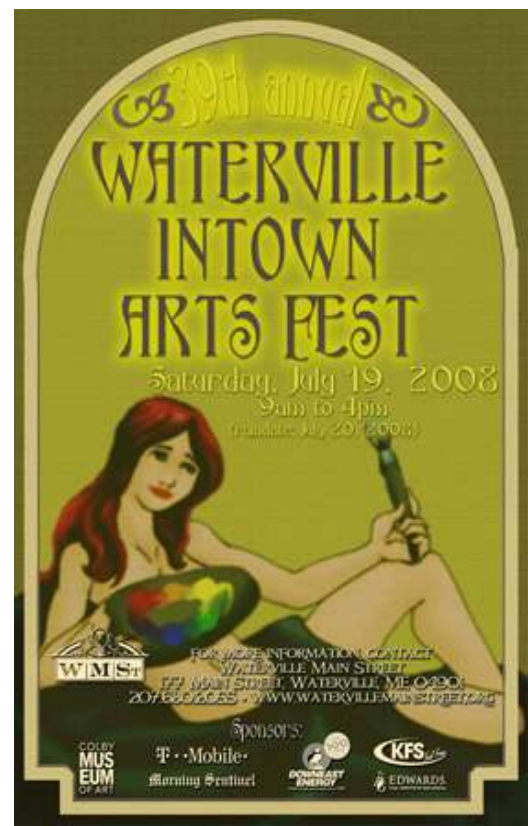
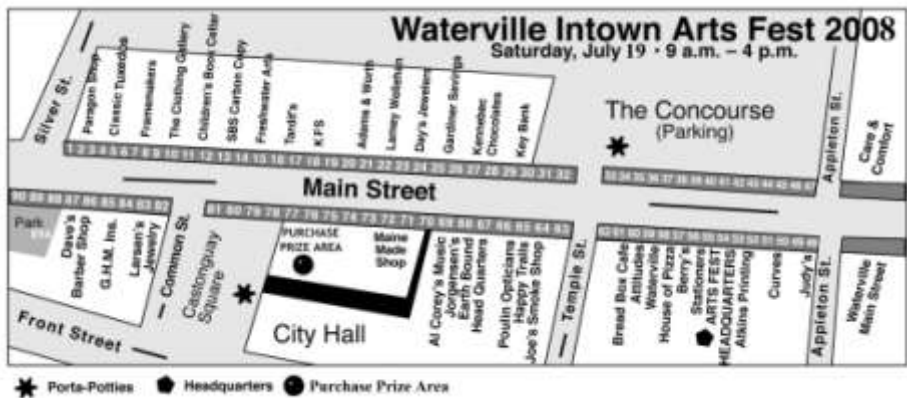
The Hill 'n The Ville

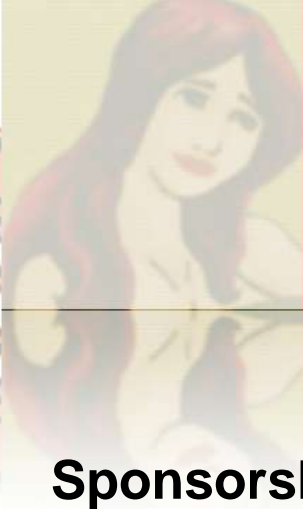
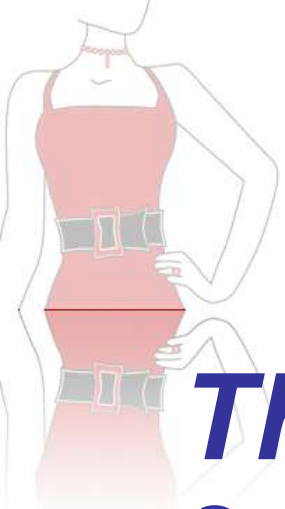
40th Annual Intown Arts Fest

July 18, 2009

This event showcases Maine's finest artists as hundreds of art-lovers stroll up and down Main Street to purchase fine art and enjoy Downtown

Sponsorship Levels:
Presenting: \$2,000
Lead: \$1,000
Event: \$500
Supporting: \$250





The Hill 'n The Ville

September 12, 2009

- Event features nationally known talent, food, vendors and games for kids
- Designed to bring thousands of college students and the community together in Downtown Waterville
- Offers a unique opportunity to connect directly with college students from all over Central Maine

Sponsorship Levels:
Presenting: \$2,500
Lead: \$1,500
Event: \$500
Supporting: \$250



Students of Colby College & WIMST present...

The Hill 'n The Ville

September 15, 2007
 Head of Falls, Downtown Waterville

12:00 Dumb Beautiful Ministers (colby band)
 1:20 Fusion (award renowned jugging act)
 2:45 The Brew (unique blend of pop, rock & jam)
 4:00 Nate Wilson Group
 5:30 Featuring John Brown's Body (award winning bluegrass band)

Music, Food & Family Activities
 Stage Sponsor: Bangor Savings Bank
 Event Sponsors: Pub, L.L.Bean

WIMST Colby Thomas present...

The Hill 'n The Ville

music festival featuring STATE RADIO

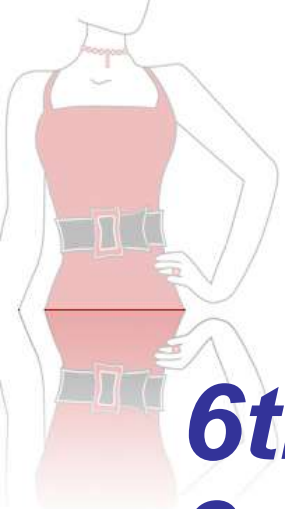
also playing...
 Ryan Monbleau
 The Brew
 The Calypso Soldiers
 The Headrights

free!

september 13, 2008
 12 pm - sundown
 head of falls
 downtown waterville

www.watervillamainstreet.org

sponsored by... Bangor Savings Bank, Holiday Inn, Mobile Careers, WIMST



6th Annual Harvest Fest

October 18, 2009

Event programming includes:

- Hay rides & pony rides
- Pumpkin carving
- Craft vendors, food and other gifts
- Scarecrow building
- Pumpkin bowling
- Ways of the Woods Mobile Museum
- Chili cook-off
- Candy apple-making

Sponsorship Levels:
Presenting: \$2,000
Lead: \$1,000
Event: \$500
Supporting: \$250



Waterville Main Street invites you to attend this season's **HOTTEST** event:
5th Annual Harvest Fest
 Saturday, October 20th
 in Castonguay Square *Rain Date: October 21st
 10:00am - 3:00pm

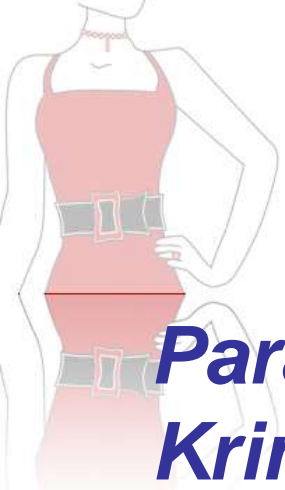
CHILI COOK OFF Cast your vote for the "Best Chili in Waterville"
 CONTESTANTS: •Soup to Nuts •Mainly Brews
 •The Last Unicorn •The Speak Easy

•Hay Rides & Pony Rides
 •Pumpkin Carving
 •Candy Apple Making
 •Craft vendors, food and other gifts
 •Scarecrow Building
 •Pumpkin Bowling

Harvest Fest is sponsored by:
 GARDNER SAVINGS INSTITUTION, EDWARDS, DATS TRAVEL BUREAU, KECHEBEE SAVINGS BANK, BUSH BROS. Good Goshies

5:30 - 7:30pm
Odds Bodkin
 (Famous Storyteller)

Visit www.watervillemainstreet.org for more information



Parade of Lights (November 27th) ***Kringleville (November 27 – December 23, 2009)***

- *The **Parade of Lights** attracts thousands of visitors to Downtown for a sparkling spectacle that culminates with Santa's arrival at Kringleville and the lighting of the giant spruce.*
- ***Kringleville** is one of Downtown's oldest traditions that provides hundreds of children from around Central Maine the opportunity to visit with Santa at his home in Castonguay Square.*

Sponsorship Levels:
Presenting: \$2,000
Lead: \$1,000
Event: \$500
Supporting: \$250

*Brighter
 Holiday
 Auction*

Thursday, November 1st *Live performance
 by the Colbyettes*

5:30 pm - Drinks & Refreshments

Waterville Opera House Dance Studio

Proceeds to support Kringleville

*Gifts include musical instruments, lift tickets,
 memberships, gift certificates to local
 restaurants and much more*

Presented by Waterville Main Street



Thanks to the Generous Support of our Sponsors



2008 / 2009 DOWNTOWN EVENT
SPONSORSHIP FORM

YES! My business would like to sponsor the following downtown event(s):

- SEIZE THE MIC, MARCH & APRIL 2009
\$2,000 _____ \$1,000 _____ \$500 _____ \$250 _____
- MAIN STREET MADNESS, JUNE 13, 2009
\$2,000 _____ \$1,000 _____ \$500 _____ \$250 _____
- 40th ANNUAL INTOWN ARTS FEST, JULY 18, 2009
\$2,000 _____ \$1,000 _____ \$500 _____ \$250 _____
- 3rd ANNUAL HILL 'n THE 'VILLE FESTIVAL, SEPTEMBER 12, 2009
\$2,500 _____ \$1,500 _____ \$500 _____ \$250 _____
- HARVEST FEST, OCTOBER 18, 2009
\$2,000 _____ \$1,000 _____ \$500 _____ \$250 _____
- PARADE OF LIGHTS / KRINGLEVILLE, NOV/DEC 2009
\$2,000 _____ \$1,000 _____ \$500 _____ \$250 _____

\$ _____ TOTAL PROPOSED SPONSORSHIP CONTRIBUTIONS

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

E-mail: _____

Please return this form by mail to Waterville Main Street, 177 Main Street, Waterville, ME 04901 or by fax to 207-680-2056. Upon receipt of your form, Waterville Main Street will confirm sponsorship availability for the selections you have indicated and will invoice you accordingly, and if it is more convenient, we now accept Visa and MasterCard. Please charge my sponsorship to my credit card: _____ VISA _____ MasterCard

Credit Card #: _____

Signature: _____

**Thank you for your support of the 2008/09 Downtown Event Calendar!
Your support is crucial to our efforts to develop
Downtown Waterville into a lively, active entertainment destination!**

THANK YOU!

MERCI (FRENCH)
TA (AUSTRALIAN)
XIE XIE (CHINESE, MANDARIN)
TAK (DANISH)
TODA (HEBREW)
GRAZIE (ITALIAN)
ARIGATO (JAPANESE)
TACK (SWEDISH)
SPASIBO (RUSSIAN)