



CITY OF
**SOUTH
PORTLAND**
Parks, Recreation
& Waterfront

2025 Sponsorship Opportunities

January-December 2025





About Us

Our Recreation Department provides diverse events, programs, and activities for youth, adults, and seniors through out the year that build self-esteem, decrease boredom, and offer healthy life choices.

2025 Event Calendar



Exclusive Presenting Sponsor



Table Opportunity



1000+ Attendees

February

15

Family Valentines Dance

February, 2025 | 300+ Attendees

April

26

Earth Day Celebration

April 26, 2025 | 300+ Attendees



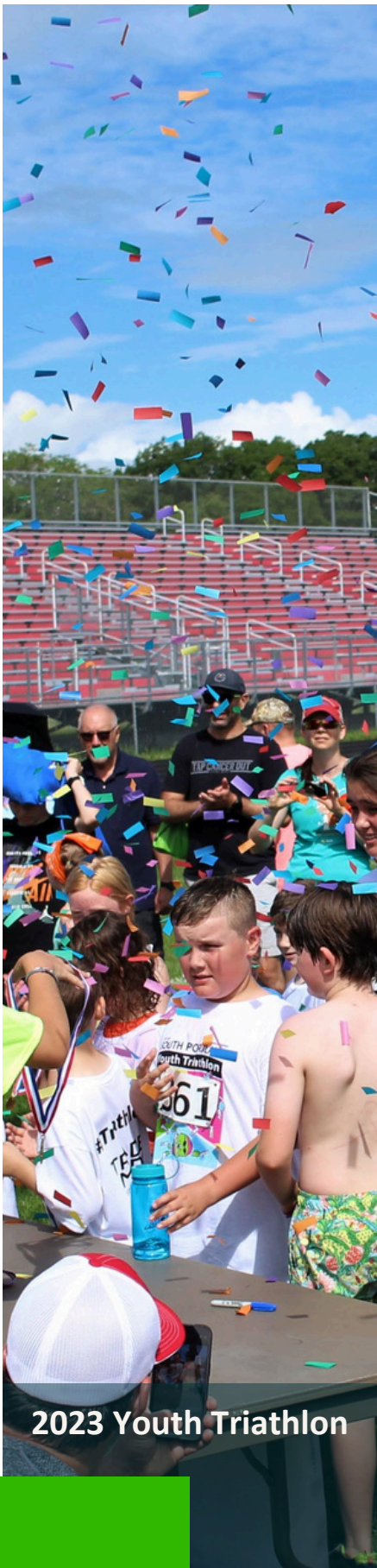
June

Youth Triathlon

June | 50+ Athletes | Raises funds for Rec Scholarship Program

West End Picnic & Concert Series

Start Mid-June, 2025 | 80+ attendees/night | Held once a month June-August | Partners with OA Neighborhood Hub to provide free picnic dinner for attendees



2023 Youth Triathlon

July

04

4th of July Celebration



July 4th, 2025 | 3,000+ attendees

Mill Creek Concert Series



Start July 2025 | 150+ Attendees/night | Held weekly on Wednesdays for 5 weeks

August

09

Art in the Park



August 9, 2025 | 170 Artists on display | 10,000+ attendees



2024 Art in the Park



September

03

Bug Light Car Show



September 3, 2025 | 250+ vehicles on display | 1,000+ attendees

October

Scarecrow Patch

On display during month of October | 30+ participating groups | 300+ visitors

Pool Pumpkin Splash

October 2025 | 150+ attendees

Mongrel Mash

October 2025 | 80+ attendees



2021 Pool Pumpkin Splash

Family Valentines Dance Sponsorship Packages

February, 2025

Evolving from a time honored tradition of a Father Daughter Dance, we're transitioning this event to a Family Dance for all to have a magical evening of dancing, fun activities, and good times.



Sponsors

Sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner during event
(provided by sponsor)

Recognition in Fall Brochure (1,200 printed
copies distributed & online)

Verbal recognition during event announcements

\$300



Earth Day Celebration Sponsorship Packages

April, 2025

A celebration for our earth highlighting local environmental organizations and ways to get involved with helping support South Portland's trails and connect with nature.



Sponsors

Sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner during event
(provided by sponsor)

Recognition in Fall Brochure (1,200 printed
copies distributed & online)

Verbal recognition during event announcements

\$300



Youth Triathlon Sponsorship Packages

June, 2025

This will be the 6th Annual South Portland Youth Triathlon! This event raises funds for the Scholarship Program for recreation.

It began as a way to honor of South Portland's own, Nathan Savage, who was passionate about family exercise, promoting physical activity, and giving back to the community. In keeping with Nathan's passions, the main goal of this event is to encourage self-confidence and promote the importance of leading a healthy and active lifestyle while exposing them to the great sport of triathlons.

This event takes place at the South Portland Community Center and surrounding neighborhood. It is not a timed event and no awards are given for overall or age division winners as the goal is to do your best and complete a triathlon!



Presenting Sponsor

1 Available

The presenting sponsor will receive the following benefits:

Large logo on event posters and race shirts

Large logo on social media promotion graphics

Opportunity to display banner during event (provided by sponsor)

Opportunity to have a table during registration

Opportunity to contribute branded swag for athlete packets

Business spotlight in Parks & Rec monthly newsletter (provided by sponsor)

Verbal recognition during event announcements

Recognition in Fall Brochure (1,200 printed copies distributed & online)

\$1000



Supporting Sponsors

4 Available

Supporting sponsors will receive the following benefits:

Logo on event posters and shirts

Logo on social media promotion graphics

Opportunity to contribute branded swag for athlete packets

Verbal recognition during event announcements

\$500



2023 Youth Triathlon

West End Picnic & Concert Series Sponsorship Packages



The Red Bank Concert series brings a fun evening of music and yard games with free picnic dinner for all attendees. Picnic dinner is provided through partnership with the Neighborhood Hub, Opportunity Alliance, and Wayside. Attendees are encouraged to bring blankets and chairs to enjoy the evening.

2025 Tentative Schedule
 June 17
 July 15
 August 5



Presenting Sponsor

1 Available

The presenting sponsor will receive the following benefits:

Large logo on event posters

Large logo on social media promotion graphics

Opportunity to display banner during all concerts (provided by sponsor)

Large logo on event web page

Business spotlight in Parks & Rec monthly newsletter (provided by sponsor)

Verbal recognition during event announcements

Recognition in Fall Brochure (1,200 printed copies distributed & online)

\$1000



Supporting Sponsors

5 Available

Supporting sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner during 1 concert (provided by sponsor)

Verbal recognition during event announcements

\$500



2023 West End Concert



Mill Creek Concert Series Sponsorship Packages

The Mill Creek Concert series brings a variety of musicians to South Portland's Mill Creek Park for weekly concerts. Attendees are encouraged to bring blankets and chairs as well as pick up a picnic dinner from one of the many local restaurants in the Knightville neighborhood.

2025 Tentative Schedule
July 2, 9, 16, 23, 30



Presenting Sponsor

1 Available

The presenting sponsor will receive the following benefits:

Large logo on event posters

Large logo on social media promotion graphics

Opportunity to display banner during all concerts (provided by sponsor)

Large logo on event web page

Business spotlight in Parks & Rec monthly newsletter (provided by sponsor)

Verbal recognition during event announcements

Recognition in Fall Brochure (1,200 printed copies distributed & online)

\$1000



Supporting Sponsors

4 Available

Supporting sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner during 1 concert (provided by sponsor)

Verbal recognition during event announcements

\$500



2023 Mill Creek Concert



Fourth of July Celebration Sponsorship Packages

The Fourth of July Celebration takes place at Bug Light Park. Attendees are encouraged to bring blankets and chairs as well as a picnic or grab dinner from one of the food trucks. Music and activities will be available while attendees await the fireworks show being set off across the water at Portland's East End.

2025 Tentative Schedule

5:30-8:30pm: Arrival, family activities, yard games, food trucks
6:00-8:00pm: Live music
9:00pm: View fireworks across the water



Presenting Sponsor

1 Available

The presenting sponsor will receive the following benefits:

Large logo on event posters

Large logo on social media promotion graphics

Opportunity to display banner (provided by sponsor)

Verbal recognition during announcements

Large logo on event web page

Business spotlight in Parks & Rec monthly newsletter (provided by sponsor)

Recognition in Fall Brochure (1,200 printed copies distributed & online)

Opportunity to table at event

\$1000



Supporting Sponsors

5 Available

Supporting sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Verbal recognition during announcements

\$500



2023 4th of July



ART IN THE PARK Sponsorship Packages

www.artintheparkmaine.com



Supporting Sponsors

- Logo listed as supporting sponsor in brochure
- Logo on event website
- Opportunity to display banner during event*

\$500

Sponsors

4 Available

- Logo listed as event sponsor in brochure
- Logo on event website
- Table at event
- Opportunity to display banner during event*

\$1000

Presenting Sponsors

3 Available

- Large logo listed as presenting event sponsors in brochure
- Large logo on event website
- Logo on event poster
- Logo on event swag item
- Featured social media post
- Opportunity to display banner during event*
- Business spotlight in Parks & Rec Newsletter*
- Verbal recognition during announcements
- Premier Table location at event
 - Location**
 - Best in Show (next to Judges Tent)
 - Entertainment (next to Gazebo)
 - Kids in the Park (next to Kid's Tent)

*Provided by sponsor

\$1500

Event Brochure Ads

Ads purchased appear in the event brochure which is sent as an insert in the Portland Press Herald to over 40,000 people*.

<input checked="" type="checkbox"/> Ad Size	Price
<input type="checkbox"/> 4.75"x3"	\$175
<input type="checkbox"/> 4.75"x5"	\$325
<input type="checkbox"/> Full Back Page (9.75"x11")	\$1200
<input type="checkbox"/> Half Back Page (9.75"x5")	\$600
<input type="checkbox"/> Full Inside Page (9.75"x11")	\$1000

*No additional sponsorship benefits are included.

Bug Light Car Show Sponsorship Packages

The Bug Light Car Show takes place at Bug Light Park on the first Wednesday following Labor Day. The event draws over 200 car enthusiasts who display their vehicles and hundreds of attendees to come view them. Food trucks are on site to provide dinner. The event is free for all attendees and promoted widely through Southern Maine.

Wednesday September 3, 2025
4pm-Sunset



Presenting Sponsor

1 Available

The presenting sponsor will receive the following benefits:

Large logo on event posters

Large logo on social media promotion graphics

Opportunity to display banner (provided by sponsor)

Verbal recognition during announcements

Business spotlight in Parks & Rec monthly newsletter (provided by sponsor)

Recognition in Fall Brochure (1,200 printed copies distributed & online)

\$1000



Supporting Sponsors

5 Available

Supporting sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner (provided by sponsor)

Verbal recognition during announcements

\$500



Scarecrow Patch Sponsorship Packages

The Scarecrow Patch in Hinckley Park has been a growing display for the past three years. Each year, families, businesses, clubs, and neighbors have the opportunity to show their creativity in putting together a scarecrow. Sponsorships of this fun program go towards purchasing materials, making it more affordable for all groups and families to be able to participate in this program. Participating groups can opt to pay a small fee in order to have all materials provided for them, or participate at no cost by providing their own materials. In 2024, the scarecrow patch included over 30 scarecrows and were visited by hundreds of people during the the month of October while they were on display.



Sponsors

Sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Logo on program signage in the park

Materials provided to make a scarecrow to include in the display

\$300



2023 Scarecrow Patch in Hinckley Park

Pool Pumpkin Splash Sponsorship Packages

Participants swim in the Floating Pumpkin Patch to find their pumpkin then decorate it while enjoying fall refreshments.



Sponsors

Sponsors will receive the following benefits:

Large logo on event posters

Large logo on social media promotion graphics

Opportunity to display banner during all events
(provided by sponsor)

Large logo on event signage in the Park

Recognition in Fall Brochure (1,200 printed
copies distributed & online)

\$300



Mongrel Mash Sponsorship Packages

Howl-o-ween party of epic proportions to celebrate all of the South Portland dogs. The event will include a dog Halloween costume contest, a pup parade, local dog-themed vendors, and adoption information.

Mid October | Mill Creek Park
Costume Contest, Pup Parade, dog-themed vendors



Sponsor

Sponsors will receive the following benefits:

Logo on event posters

Logo on social media promotion graphics

Opportunity to display banner
(provided by sponsor)

Table at event

\$300



2025 Event Sponsor Form



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& Waterfront

Please select all event sponsorship opportunities you are interested in providing support for. For benefits associated with each sponsorship, please review the event page.

\$1500 Sponsorships

Art in the Park Presenting (3 available)

\$1000 Sponsorships

~~Youth Triathlon Presenting~~

~~West End Picnic & Concerts Presenting~~

Mill Creek Concerts Presenting

~~4th of July Presenting~~

Art in the Park Sponsor (4 available)

Bug Light Car Show Presenting

Art in the Park Ads

Ad Size **Price**

4.75"x3" \$175

4.75"x5" \$325

Full Back Page (9.75"x11") \$1200

Half Back Page (9.75"x5") \$600

Full Inside Page (9.75"x11") \$1000

*No additional sponsorship benefits are included.

\$500 Sponsorships

Youth Triathlon Supporting

West End Picnic & Concerts Supporting

Mill Creek Concerts Supporting

4th of July Supporting

Art in the Park Supporting

Bug Light Car Show Supporting

Pool Pumpkin Splash Sponsor

\$300 Sponsorships

Family Valentine's Dance Sponsor

Earth Day Celebration

Scarecrow Patch Sponsor

The Mongrel Mash

Total Due:

Sponsor Info:

Name: _____ Title: _____ Phone: _____

Business: _____ Email: _____

Address: _____

Please send completed form to Jenna Martyn-Fisher: jfisher@southportland.org

Thank you for your support!