



2nd Anniversary Celebration of Katahdin Woods and Waters National Monument Sponsorship Levels & Benefits

| Sponsor Level | Contribution | Verbal Mention | Press Release | Event Entrances | Posters | Media Ads | Social Media | eNews | Website | Tickets |
|---------------|--------------|-------------------------|---------------|-----------------|---------|-----------|--------------|-------|---------|---------|
| Katahdin | \$5,000 | Reception + Celebration | Mention | Logo | Logo | Logo | Logo | Logo | Logo | Four |
| Deasey | \$2,500 | Celebration | Mention | Logo | Logo | Logo | Logo | Logo | Logo | Three |
| Lunksoos | \$1,000 | | | Name | Logo | | Logo | Name | Logo | Two |
| Barnard | \$500 | | | Name | Name | | Name | Name | Logo | Two |
| Hathorn | \$250 | | | Name | Name | | Name | Name | Logo | Two |

VERBAL MENTION

It's hard to beat word of mouth marketing. Our Katahdin sponsors get verbal mentions at both Friday's Welcome Reception and Saturday's Anniversary Celebration. Our Deasey sponsors will be mentioned verbally at the Anniversary Celebration.

PRESS RELEASE

As the anniversary draws closer, we'll be sending out press releases to local media. We'll be mentioning our Katahdin and Deasey sponsors and it's possible that news of their support will get printed or aired during coverage of the event.

EVENT ENTRANCES

As guests enter and move about our events, they will be greeted with a list of all our sponsors. It's a prominent reminder to attendees about how this event is made possible.

POSTERS

Our 12 x 17 posters will be displayed throughout the Katahdin Region for a month prior to the event, building visibility for both the Anniversary Celebration and all our sponsors. You won't be able to miss these posters throughout the region.

MEDIA ADS (Circulation/Impressions: 85,000+)

The Bangor Daily News (BDN) is our exclusive media sponsor for the Anniversary Celebration. Per our agreement, BDN will provide the Anniversary Celebration two half-page color printed ads on the last Tuesday and Wednesday in late July. Katahdin and Deasey level sponsors will have their organization's logo in the BDN's ads. Additionally, the BDN is providing FKWW with 50,000 impressions through banner ads that will direct to our events page.

SOCIAL MEDIA

Our Instagram (@friendsofkatahdinwoodswaters) and Facebook (www.facebook.com/friendsofkatahdinwoodsandwater) engage our members and an extended network of outdoor adventurers and tastemakers excited to connect with Friends of Katahdin Woods and Waters. Sponsors at all levels will be featured on our Instagram and Facebook.

E-NEWSLETTER (Reach: 700+)

Each month we send an eNewsletter via email to our most engaged members, supporters, allies, and partners. Each of our sponsors will get a mention in any email about the upcoming Anniversary Celebration. The eNewsletter has an exceptional open rate and mention of your sponsorship will go a long way in building awareness for your brand among the subscribers to our list.

WEBSITE (www.friendsofkww.org)

We've worked hard to make our website a prime resource for people interested in supporting or visiting the monument. Users visit our site to find information on our programs, events and memberships, and to purchase Katahdin Woods and Waters merchandise. Sponsors at all levels are sure to build brand recognition through mentions on our website.

TICKETS TO ANNIVERSARY CELEBRATION (Saturday, August 25 • 5:00pm to 9:00pm) & WELCOME RECEPTION (Friday, August 24 • 6:30pm to 8:30pm)

Sponsors at all levels will receive complimentary tickets to the Anniversary Celebration at Shin Pond Village. All members of our Host Committee and all our sponsors are also invited to join us for a private reception on Friday, August 24 at Mt. Chase Lodge (next door to Shin Pond Village). We will gather for drinks and heavy hors d'oeuvres and share information about Friends' accomplishments to date and our future plans.