



Merry Madness

Thursday, December 10, 2015

What is Merry Madness?

Merry Madness, presented by Portland Downtown, is a fun community event designed to attract hundreds of local residents and visitors to Downtown for an unforgettable holiday shopping experience in the Old Port and Arts District. With more than 1,000 participants expected this year, Merry Madness offers an extraordinary opportunity for your organization to reach a wide range of community members, business owners and their employees, media outlets and more.

Who's involved?

Portland Downtown, a 501c(4) nonprofit, enjoys partnerships with more than 500 first-floor merchant partners — including boutiques, galleries, restaurants, bars and hotels. For Merry Madness, many of our retail partners agree to stay open late (until 10pm) so that shoppers can enjoy all of the things that make Downtown incredible: one-of-a-kind, independently owned shops and eateries, gorgeous historic buildings mixed with stunning modern architecture, horse-drawn carriage rides over cobblestone streets, the kaleidoscope sparkle of Pandora's winter lights and, most of all, *the people* who make Portland a wonderful place to live, work and play.

How does Merry Madness work?

For the first time ever, participants can pre-register for Merry Madness online at merrymadness.eventbrite.com. On event night, ticket holders will check-in at our kickoff party at Portland House of Music from 4-6pm. In addition to great live music and complimentary appetizers, they'll get a commemorative Merry Madness wine glass or beer stein, as well as one free pour of wine or beer. From there, guests will shop 'til they drop in Downtown! Our participating locations will be offering free wine tastings, delicious nibbles and merriment along the way. We are pleased to donate a portion of our ticket sales to the **Portland Press Herald Toy Fund**, ensuring that the holidays shine bright for all!

Charity Partner



Venue Sponsor



Event Organizer



Ready to get involved?

Contact **Casey Gilbert**
Executive Director, Portland Downtown
549 Congress Street
207.772.6828
casey@portlandmaine.com

Exclusive Merry Madness Sponsor \$5,000

- 20 Tickets to the event
- Logo on stemless wine glasses and glass mugs
- Logo on canvas shopping totes
- Logo and link on all digital advertising and social media
- Logo on all print advertising and printed materials
- Mentions in Press Releases and on radio and TV appearances
- Banner and/or table displayed prominently at event
- Special advertisement in event program



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Exclusive Hotel Sponsor (only one) \$2,500

- 10 Tickets to the event
- Portland Downtown office refers all callers seeking overnight stays on the night of Merry Madness to hotel sponsor
- Listed as exclusive lodging establishment for the event on all announcements, print, digital media and appearances
- Logo on canvas shopping totes
- Logo and link on all digital advertising and social media
- Logo on all print advertising and printed materials
- Mentions in Press Releases and on radio and TV appearances
- Banner and/or table displayed prominently at event
- Special advertisement in event program



Merry Madness Sponsor (one from each industry) \$1,500

- 5 Tickets to the event
- Logo on canvas shopping totes
- Logo and link on all digital advertising and social media
- Logo on all print advertising and printed materials
- Mentions in Press Releases and on radio and TV appearances
- Banner and/or table displayed prominently at event
- Special advertisement in event program



Beverage Sponsor (donation of beer or wine for all attendees)

- 10 Tickets to the event
- Logo on canvas shopping totes
- Logo and link on all digital advertising and social media
- Logo on all print advertising and printed materials
- Mentions in Press Releases and on radio and TV appearances

Nibbles Sponsor (donation of food for all attendees)

- 10 Tickets to the event
- Logo on canvas shopping totes
- Logo and link on all digital advertising and social media
- Logo on all print advertising and printed materials
- Mentions in Press Releases and on radio and TV appearances

Friends of Merry Madness Sponsor \$500

- 10 Tickets to the event
- Mentions in digital and print media

