

MERRY MADNESS SHOPPING CRAWL

SATURDAY, DECEMBER 9, 2023



EVENT OVERVIEW

A holiday shopping crawl throughout Portland, Maine's downtown district. Participating shoppers receive special discounts at a number of downtown shops and gain exclusive access to a party at the U.S. Custom House where they are treated to a complimentary beverage, live music, a costume contest, a raffle, and other entertainment. This event is moving from a Thursday evening to a Saturday afternoon to up participation from downtown storefronts and increase the number of overnight stays.

THE AUDIENCE

The Merry Madness shopping crawl attracts a primarily female demographic, however Portland Downtown is actively taking measures to increase the attendance of other populations, as well. The 2023 event attracted approximately 1,300 shoppers from across New England.

2023 EVENT HIGHLIGHTS

- Estimated Attendance: 1,200 - 1,400
- Complimentary Beverage Tasting
- Exclusive Discounts
- Live Music
- Raffle/Auction
- Costume Contest
- Photo Booth
- Gift Wrapping



@PortlandDowntown

portlandmaine.com

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SPONSORSHIP LEVELS & BENEFITS

PRESENTING – \$7,500

Only one available

- "Presenting Sponsor" recognition
- One-color logo on commemorative drinking glass - one per attendee
- One-color logo on commemorative lanyard - one per attendee
- Onsite exhibitor space
- 20 complimentary tickets to the event
- Half-page ad in event program
- Verbal recognition in all TV and/or radio ads
- Logo on event materials and advertisements
- Logo on event webpage, registration page, and social media mention

MAJOR – \$2,500

One per industry available

- Onsite exhibitor space
- 15 complimentary tickets to the event
- Quarter-page ad in event program
- Verbal recognition in all TV and/or radio ads
- Logo on event materials and advertisements
- Logo on event webpage, registration page, and social media mention

BEVERAGE – IN KIND

*One per beverage type available
(i.e. wine, beer, seltzer, etc.)*

- "BEVERAGE TYPE Sponsor" recognition
- Major Sponsor benefits as listed above

SUPPORTING – \$1,000

- 10 complimentary tickets to the event
- Logo on event materials and advertisements
- Logo on event webpage, registration page, and social media mention

CONTACT:

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