

MONUMENT SQUARE TREE LIGHTING

FRIDAY, NOVEMBER 24, 2023



EVENT OVERVIEW

A highly anticipated annual tree lighting ceremony in the City of Portland's Monument Square. Family-friendly activities, like a free sports game viewing party, live music, special guests, artisan vendors, and more, prelude the magical moment when a stately 50-foot tree is illuminated by thousands of LED lights — officially ushering in Portland, Maine's holiday season.

THE AUDIENCE

Portland Downtown primarily targets families living in or around the Greater Portland area. The 2022 Monument Square Tree Lighting had an estimated 4,000 to 5,000 attendees and approximately 70% of attendees called the State of Maine home. A high majority of the remaining 30% joined the fun from fellow northeastern states, including New Hampshire, Massachusetts, and New York.

2023 EVENT HIGHLIGHTS

- Historic Attendance: 4,000 - 5,000
- Boston Bruins vs. Detroit Red Wings Watch Party
- Winter Artisan Market
- Family-Friendly Holiday Film Shorts
- Ice Carving Demonstrations
- Live Dance & Music Performances



@PortlandDowntown

portlandmaine.com



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SPONSORSHIP LEVELS & BENEFITS

PRESENTING – \$7,500

Only one available

- "Presenting Sponsor" recognition
- Onsite exhibitor space 10' x 20'
- Opportunity to share a company-owned/created video shown at the event - up to 30 seconds
- Opportunity to feature a company-owned/created ad in the event slideshow, on loop for event duration
- Verbal recognition during the event
- 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 10' x 10'
- Opportunity to feature a company-owned/created ad in the event slideshow, on loop for event duration
- Verbal recognition during the event
- 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

SUPPORTING – \$1,000

- Opportunity to feature a company-owned/created ad in the event slideshow, on loop for event duration
- Logo on event materials and advertisements
- Logo on event webpage, registration page, and social media mention

CONTACT:

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