



SHOW YOUR APPRECIATION!

Portland Downtown
WORKER APPRECIATION DAY

2024 Sponsorship Guide



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DOWNTOWN WORKER APPRECIATION DAY

THURSDAY, MAY 23, 2024



EVENT OVERVIEW

Portland's biggest event celebrating employees, Downtown Worker Appreciation Day, draws hundreds of downtown workers to Monument Square. At lunchtime, employees from any downtown business can join for gifts, refreshments, smiles, and gestures of appreciation. This event is a wonderful opportunity to recognize Portland's diverse workforce as they gear up for the bustling summer season in the downtown area.

THE AUDIENCE

This event is open to all employees of downtown businesses. Downtown Worker Appreciation Day has been a community tradition for over ten years and typically draws 900 to 1,100 employees from various industries in the city. These industries range from real estate, law firms, retailers, restaurants, bars, government, salons, services, and more.

2023 EVENT HIGHLIGHTS

Guests at the 2023 event were treated to a smorgasbord of goodies – from munchies to quick massages, handdrawn caricatures, iced coffee, tea, and a whole lot more! Plus, they got to try their luck at winning cool prizes from sponsors, play lawn games, and basically have a blast!



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SPONSORSHIP LEVELS & BENEFITS

PRESENTING – \$5,000

Only one available

- “Presenting Sponsor” recognition
- Onsite exhibitor space 10'x10'
- Verbal recognition during the event
- Opportunity to feature a company-owned/created ad in event coupon booklet
- Verbal recognition in all radio ads
- Logo on all event materials and advertisements
- Logo on event webpage and registration page

MAJOR – \$1,000

One per industry available

- Onsite exhibitor space 10'x10'
- Verbal recognition during the event
- Opportunity to feature a company-owned/created ad in event coupon booklet
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SUPPORTING – ANY

Donations of any amount accepted

- Opportunity to feature a company-owned/created ad in event coupon booklet
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DONATE A RAFFLE PRIZE

Downtown workers can enter the **Downtown Worker Appreciation Day Raffle** onsite for a chance to win items during the event.

What to Donate: The event is all about pampering Downtown Employees, so gift cards, show tickets, and relaxing excursions make for great prizes!

Get Recognition: We can offer your business shoutouts on social media in front of our 23.1K Instagram & 35.7K Facebook followers!

For all sponsor inquiries, contact Marketing & Events Manager McKenzie Delisle by email at mckenzie@portlandmaine.com