



# LIGHT UP YOUR HOLIDAYS

*2024 Sponsor Guide*





# LIGHT UP YOUR HOLIDAYS

*With Portland Downtown*

## Festive Overview

**Welcome to the Most Wonderful Time of the Year!**

*Join us in celebrating the magic of the season with our enchanting "Light Up Your Holidays" campaign, starting on Friday, November 29. This year's festivities promise to bring joy, warmth, and a sense of togetherness to downtown Portland, Maine, through a series of luminous and heartwarming events.*



### Why Partner with Us?

*Sponsoring "Light Up Your Holidays" offers a unique opportunity to engage with the community and showcase your support for local traditions. As a sponsor, you will be prominently featured across all campaign materials, receive recognition during events, and have the chance to connect with thousands of residents and visitors who cherish this special time of year.*

*Portland Downtown is a 501c4 nonprofit downtown improvement district funded through a supplemental tax paid by property owners within the district. Its mission is to stimulate a thriving, vibrant, and sustainable downtown community.*

# EVENTS & PROGRAMS



## Monument Square Tree Lighting & Tree Cam

*On November 29, kick off the holiday season in downtown Portland, Maine, at our highly anticipated Monument Square Tree Lighting. This cherished tradition attracts 5,000 attendees for a festive evening of joy. Celebrate with a dazzling tree lighting, an outdoor holiday movie, exciting giveaways, and lively performances. It's the flagship family-friendly event that ushers in the season's magic! Plus, enjoy the Monument Square Tree Cam—a 24/7 live feed offering a snowglobe view of the tree to an international audience.*



## Portland Winter City Lights

*For over 25 years, Portland has been transformed into a winter wonderland with dazzling light displays that illuminate parks, trees, and streets. In partnership with renowned visionary artist Pandora LaCasse and other Maine-based feature artists, this iconic tradition brightens the city with its colorful, bright, and unique artistry. Portland Winter City Lights is a signature program that adds a magical touch to the holiday season, making it an essential and unforgettable part of Portland's festive atmosphere. Live November 29 through February.*



## Merry Madness Shopping Tour

*From November 29 to December 15, dive into a magical holiday adventure with the Merry Madness Shopping Tour. Participants will use a festive passport to explore downtown Portland, collecting stickers from local businesses and enjoying exclusive holiday deals and discounts. This two-week event not only supports local businesses but also offers exciting prizes, turning holiday shopping into a delightful quest that spreads festive cheer throughout Portland's downtown core.*



## Holiday Window Display Contest

*Downtown Portland comes alive with festive cheer through the Holiday Window Display Contest. Starting November 29, local storefronts dazzle with holiday spirit, showcasing creative and enchanting decorations that infuse the city's streetscape with hallmark movie charm. The community is invited to vote for their favorite displays, adding an interactive element to the celebration. Prizes are awarded to the winning businesses, making this contest the cherry on top of the holiday season and transforming downtown into a vibrant and magical wonderland.*



*Radiating Holiday Cheer*



# HOLIDAY HERO SPONSOR

## Benefits By Event or Program:

### Monument Square Tree Lighting:

- 10' x 10' exhibition space to engage with 5,000+ attendees.
- Company ad featured in the event slideshow.
- Radio and TV mentions.
- Social Media Shout-Out: Dedicated posts on Facebook (35K followers) and Instagram (24K followers).

### Tree Cam:

- Radio and TV mentions.
- Social Media Shout-Out: Dedicated posts on Facebook (35K followers) and Instagram (24K followers).

### Merry Madness Shopping Tour( Passport/Map Method):

- Prominent logo placement on passport back cover.
- Logo placement on all prizes.
- Quarter-page ad in the passport.
- Radio and TV mentions.
- Social Media Shout-Out: Dedicated posts on Facebook (35K followers) and Instagram (24K followers).

### Portland Winter City Lights:

- Prominent logo on brochures, banners, and LED screen ads.
- Radio and TV mentions.
- Social Media Shout-Out: Dedicated posts on Facebook (35K followers) and Instagram (24K followers).

### Holiday Window Display Contest:

- Social media mention on all photographed displays, posted on Facebook (35K followers) and Instagram (24K followers).

**\$3,000**

## Benefits Across All:

- "Sponsored By" recognition.
- Logo placement on marketing materials and [portlandmaine.com](http://portlandmaine.com) (Estimated Audience: 28K).
- Digital advertisements and paid social campaigns.
- Verbal recognition by the Master of Ceremonies at the 11/29 Tree Lighting event.





Holiday Hero Sponsor

# TIER HIGHLIGHTS



\$3,000



## MORE THAN 55 THOUSAND

SOCIAL MEDIA  
BOOST

followers on the Portland Downtown Facebook (35K) and Instagram (22K) accounts. Shine with dedicated posts on our channels and maximize your exposure and engagement this holiday season!

## SPOTLIGHT SLIDE

Your company's ad will dazzle on the big screen during the Tree Lighting, offering you unmatched visibility and a festive boost as the crowd marvels at the twinkling lights.

FEATURED  
EXHIBITION



Shine during the Tree Lighting  
as you connect with

# 5,000

attendees and showcase your  
brand amidst the festivities.



DISTINCT  
RECOGNITION

## Enjoy "Presented By" Recognition

Score prime placement in all the event buzz and high-traffic spots! Your brand enjoys top-tier recognition and stands out in the spotlight.

## MEDIA BLITZ

# 400 THOUSAND

combined impressions across digital, print, and radio media. Your brand enjoys widespread visibility, ensuring it reaches a vast audience. Get noticed and make a memorable impact!

## 2024 MEDIA PACKAGE

- **Digital:** 150K impressions.
- **Radio:** 3 weeks of advertising to 182K weekly listeners.
- **Newspaper:**
  - **Annual Holiday Gift Guide:** Half-page ad with an estimated reach of 50K impressions.
- **Social Media:** 4 week paid campaign on Facebook (15K to 25K impressions) and Instagram (15K to 25K impressions) for a combined 30K to 50K total impressions.
- **Print Banner:** High visibility on Congress Street, Portland, Maine.



*Embracing the Holiday Spirit*



# FROSTY FRIEND SPONSOR

## Benefits By Event or Program:

### Monument Square Tree Lighting:

- *Opportunity to provide promotional items for distribution by Portland Downtown.*
- *Social Media Shout-Out: Mention in posts on Facebook (35K followers) and Instagram (22K followers).*

### Tree Cam:

- *Social Media Shout-Out: Mention in posts on Facebook (35K followers) and Instagram (22K followers).*

### Merry Madness Shopping Tour( Passport/Map Method):

- *Logo placement on passport back cover.*
- *Logo placement on all prizes.*
- *Quarter-page ad in the passport.*
- *Social Media Shout-Out: Mention in posts on Facebook (35K followers) and Instagram (22K followers).*

### Portland Winter City Lights:

- *Logo on brochures, banners, and LED screen ads.*
- *Social Media Shout-Out: Mention in posts on Facebook (35K followers) and Instagram (24K followers).*

### Holiday Window Display Contest:

- *Social media mention on all photographed displays, posted on Facebook (35K followers) and Instagram (24K followers).*

**\$1,000**

## Benefits Across All:

- *"Supported By" recognition.*
- *Logo placement on marketing materials and [portlandmaine.com](http://portlandmaine.com) (Estimated Audience: 28K).*
- *Digital advertisements and paid social campaigns.*
- *Verbal recognition by the Master of Ceremonies at the 11/29 Tree Lighting event.*





Frosty Friend Sponsor

# TIER HIGHLIGHTS



\$1,000



## MORE THAN 55 THOUSAND

VALUE-PACKED  
SOCIAL BOOST

followers on the Portland Downtown Facebook (35K) and Instagram (22K) accounts. Maximize your exposure with a budget-friendly boost that delivers big on engagement and visibility!

## LOGO SHOWCASE

Feature your logo on the Merry Madness Shopping tour passport and prizes, dazzling more than 1,000 festive shoppers this holiday season!

SPOTLIGHT  
SWAG



Join the Tree Lightigh festivities and connect with

# 5,000

attendees as your branded goodies are distributed.



PROGRAM  
RECOGNITION

## Enjoy "Supported By" Recognition

Gain visibility with placement on event materials. Your brand stands out as a valued supporter.

## MEDIA BLITZ

# 250 THOUSAND

combined impressions across digital, print, and radio media. Maximize your exposure with a budget-friendly boost that delivers big on engagement and visibility!

## 2024 MEDIA PACKAGE

- **Digital:** 150K impressions.
- **Newspaper:**
  - **Annual Holiday Gift Guide:** Half-page ad with an estimated reach of 50K impressions.
- **Social Media:** 4 week paid campaign on Facebook (15K to 25K impressions) and Instagram (15K to 25K impressions) for a combined 30K to 50K total impressions.
- **Print Banner:** High visibility on Congress Street, Portland, Maine.