



# Signature Event Partnership Opportunities

The **City of Auburn** is proud to offer high impact **FREE** community events throughout the year, drawing **thousands** of attendees from across the region and state to the heart of downtown Auburn for live music, local beers, delicious food, and exceptional recreational opportunities. **We invite you to partner with us to present:**

## New Year's Auburn Auburn Lobster Festival & Auburn Blues & Brews Festival

### PRESENTING SPONSOR

**\$25,000**

**EXCLUSIVE: Only one per year!**

Name & logo included on all media for three events as "(Event Name) presented by (your business name)"

500+ TV spots

500,000+ online impressions

30+ social media posts with reach of 50,000

Day of event spotlight through video presentation or event signage, as well as tabling opportunity/equipment display

Opportunity to address the crowd at each event

**SOLD!**

### CENTER STAGE SPONSOR

**\$10,000**

**Only three available per year!**

Logo included on all media for all three events

500+ TV spots

500,000+ online impressions

30+ social media posts with reach of 50,000

Logo included on all stage signage (banners or video wall) & event websites

**3 available**

### ENTERTAINMENT SPONSOR

**\$6,000**

**Only five available per year!**

Banner at beer & food area for all three events

Logo included on all media & event websites

Logo on event video wall (if applicable)

Beer & food "shout outs" before & on day of event

**4 available**

**Be a part of Auburn's signature events!** Contact Liz Allen, Director of Communications + Community Engagement at 333.6601 X2070 or [LAllen@auburnmaine.gov](mailto:LAllen@auburnmaine.gov) or Jennifer Boenig, Events + Engagement Manager at 333.6601 X1132 or [jboenig@auburnmaine.gov](mailto:jboenig@auburnmaine.gov).

