

2025

Sponsorship Opportunities



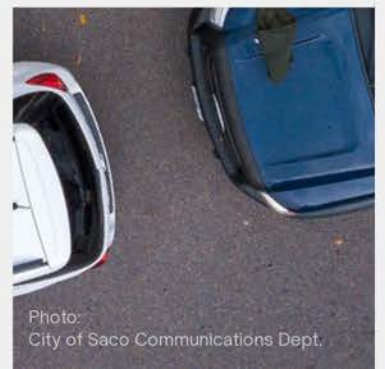
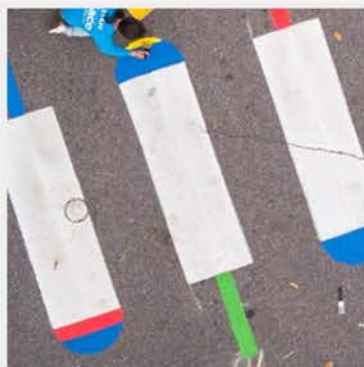
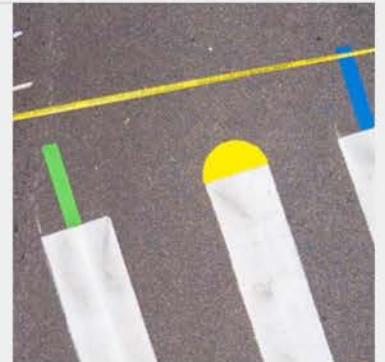
15 Pepperell Sq. Saco, ME 04072



207-286-3546



SacoMainStreet.org



About us

Saco Main Street is a nonprofit organization dedicated to fostering a vibrant and thriving downtown Saco. Our mission is to enhance the economic vitality, historic charm, and sense of community that make Saco a special place to live, work, and visit.

Through innovative programs, events, and partnerships, we support local businesses, preserve our historic heritage, and create welcoming spaces where residents and visitors alike can gather and connect. From organizing lively downtown events to spearheading beautification projects, Saco Main Street works tirelessly to strengthen the heartbeat of our community.

By collaborating with sponsors, volunteers, and community leaders, we ensure that Saco continues to grow as a dynamic destination for business and culture. Together, we are building a brighter future for our city—one that celebrates tradition, innovation, and the power of local connection.

Join us in making a lasting impact in downtown Saco. Your support helps bring our vision to life and contributes to the success and sustainability of our community.



Support the revitalization of Saco's historic Main Street & downtown



Foster vibrant spaces & community touchpoints



Enhance economic growth



Current projects & initiatives

Riverfront Park

Thanks to a \$49,000 grant from T-Mobile, we've revitalized Riverfront Park on Front Street, breathing new life into this vital downtown space. This project has inspired us to continue enhancing the area, focusing on greenspace and outdoor recreation along the beautiful Saco River. To further these efforts, we've secured a \$113,000 grant from the ARP Act State Tourism Grant Program, administered by the Maine Department of Economic and Community Development/Office of Outdoor Recreation. Planned improvements include vibrant murals, sidewalk art, Riverwalk wayfinding signage, and a fresh coat of paint for the Front Street bridge, making this area even more inviting for the community and visitors alike.

Economic Development

Saco Main Street is thrilled to announce the launch of the "Explore Saco" map! Once printed, these maps will be distributed throughout the community and at key Amtrak stops from Brunswick to Boston. We are also partnering with the Maine Office of Tourism to place the maps in racks statewide. Our goal is to make downtown Saco a must-visit destination where visitors can spend the day, support local businesses, and experience the beauty that surrounds us, driving economic growth in our community.

Saco River Activation

The Saco River is one of our most stunning natural assets, and we're excited to showcase it in new and meaningful ways. Over the past year, we've been developing an experiential, self-guided tour that combines history and ecology. Eventually, the tour will culminate in a kayak experience on the river. The proceeds from this tour will fund scholarships, allowing students to attend science or outdoor recreation camps that might otherwise be financially out of reach. This initiative celebrates the river while investing in the next generation of environmental stewards.

Community Events

With nine vibrant events planned, we continue to create opportunities for the community to come together, reconnect with old friends, make new ones, and feel at home in Saco. We've heard inspiring stories from families who moved to Saco after experiencing the welcoming, community-focused atmosphere of our events. Every event is supported by a dedicated planning committee, and we warmly invite more community members to join us in the process. Your involvement helps us build an even stronger sense of belonging for everyone.



Angie Presby
Executive Director



Karoline Ellis
Programs Manager

Program Sponsorship Opportunities

Partner with Saco Main Street to Build a Thriving Downtown.

Your support as a program sponsor directly fuels Saco Main Street's mission to enhance the vitality of our downtown, making it a better place to live, work, and enjoy.

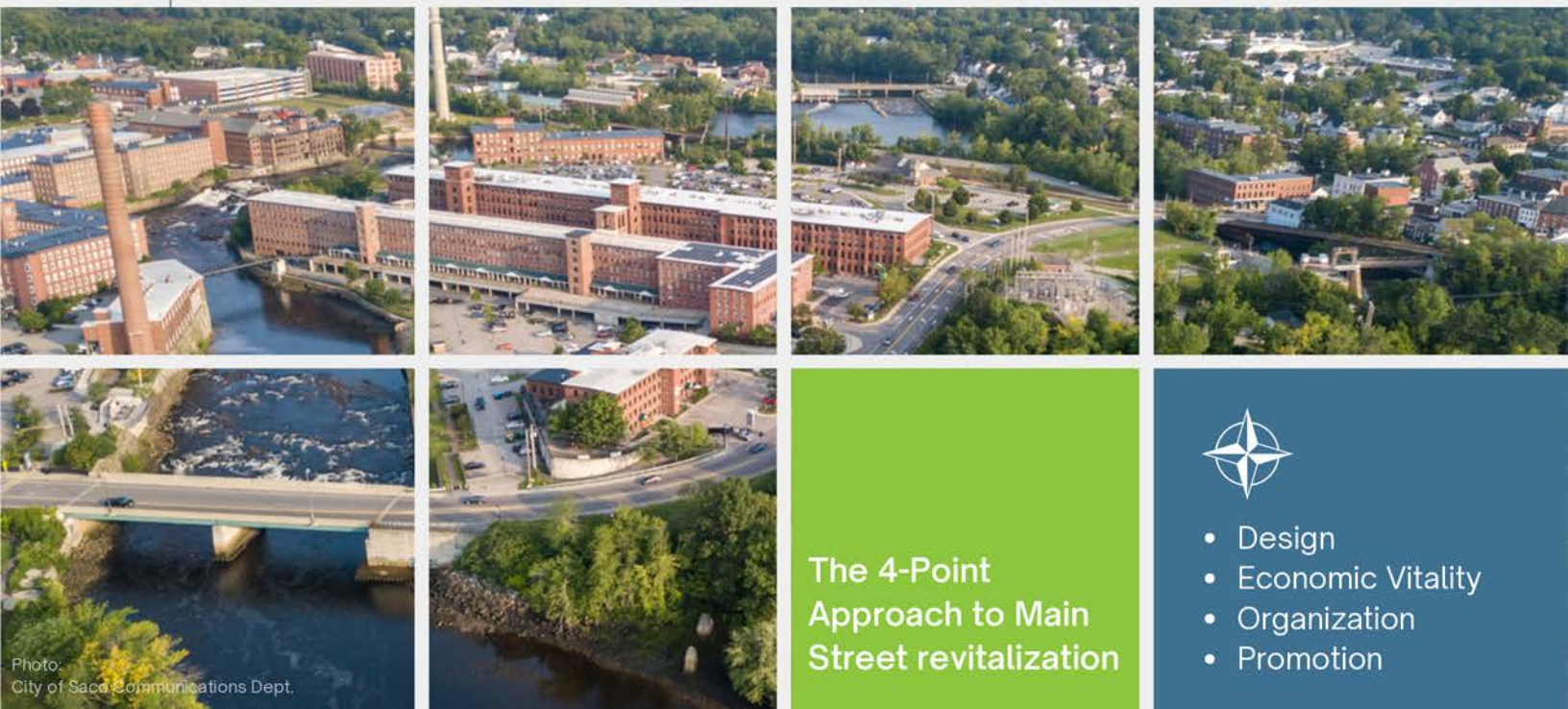
As a Nationally Accredited Main Street America program, we are dedicated to revitalizing our downtown through arts, culture, and preservation-based economic development that meets the highest national standards. By sponsoring our programs, you'll play a vital role in strengthening our community and supporting a vibrant, welcoming, and dynamic downtown.

Our vision is to create a Main Street that offers robust economic, cultural, and recreational opportunities for residents, visitors, and businesses alike. Your sponsorship helps us achieve this by funding impactful programs that bring our vision to life.

Join us in shaping the future of downtown Saco—together, we can continue to grow a stronger, more vibrant community.

- **Platinum Sponsorship — \$10,000 (Only 1 available)**
- **Diamond Sponsorship — \$5,000 (4 available)**
- **Gold Sponsorship — \$2,500 (4 available)**
- **Silver Sponsorship — \$1,000 (4 available)**
- **Bronze Sponsorship — \$500 (unlimited)**

Please email director@SacoMainStreet.org or call 207-286-3546 to secure your sponsorship.



The 4-Point
Approach to Main
Street revitalization



- Design
- Economic Vitality
- Organization
- Promotion

Program Sponsorship Opportunities

Platinum Sponsor

\$10,000 — Only 1 Available

As our exclusive Platinum Sponsor, your support will fund radio and newspaper advertising, and expanded marketing to boost downtown economic growth.

- **Presenting-Level Event Sponsorship** for one Saco Main Street event of your choice, *provided it has not already been secured, first right of refusal goes to presenting sponsor from year before*
- **Prominent name and logo recognition** as the Platinum Program Sponsor:
 - In our monthly newsletters
 - In a newspaper ad thanking all 2025 program sponsors
 - On all event posters
 - On the Saco Main Street website homepage throughout 2025
- **Monthly tagged social media post** thanking you for your Platinum-level sponsorship

This is a premier opportunity to support Saco's growth while boosting your business's visibility.

Diamond Sponsor

\$5,000 — 4 Available

As a Diamond Sponsor, your support will play a key role in maintaining our website and driving the growth of Saco Main Street's programs and initiatives.

- **Prominent name and logo recognition** as a Diamond Program Sponsor:
 - In our monthly newsletters
 - In a newspaper ad thanking all 2025 program sponsors
 - On the Saco Main Street website homepage throughout 2025
- **Monthly tagged social media post** expressing our appreciation for your support

This is a great chance to support downtown Saco's revitalization while gaining year-round visibility.

Gold Sponsor

\$2,500 — 4 Available

As a Gold Sponsor, your support will enable us to attend the Main Street America conference, participate in valuable training opportunities, and invest in resources that strengthen our organization.

- **Prominent name and logo recognition** as a Gold Program Sponsor:
 - In a newspaper ad thanking all 2025 program sponsors
 - On the Saco Main Street website homepage throughout 2025
- **Monthly tagged social media post** expressing our appreciation for your support

This sponsorship supports professional growth and positions you as a key partner in Saco's success.

Silver Sponsor

\$1,000 — 4 Available

Silver Sponsors help cover essential office needs such as supplies, subscriptions, technology, and more—small costs that add up to big impacts for our organization.

- **Prominent name and logo recognition** as a Silver Program Sponsor on the Saco Main Street website homepage throughout 2025
- **Monthly tagged social media post** expressing our appreciation for your support

This sponsorship level is a simple yet impactful way to support Saco Main Street and gain visibility.

Bronze Sponsor

\$500 — Unlimited

This sponsorship level helps us celebrate and recognize our volunteers, local partners, and board members.

- **Prominent name and logo recognition** as a Bronze Program Sponsor on the Saco Main Street website homepage throughout 2025

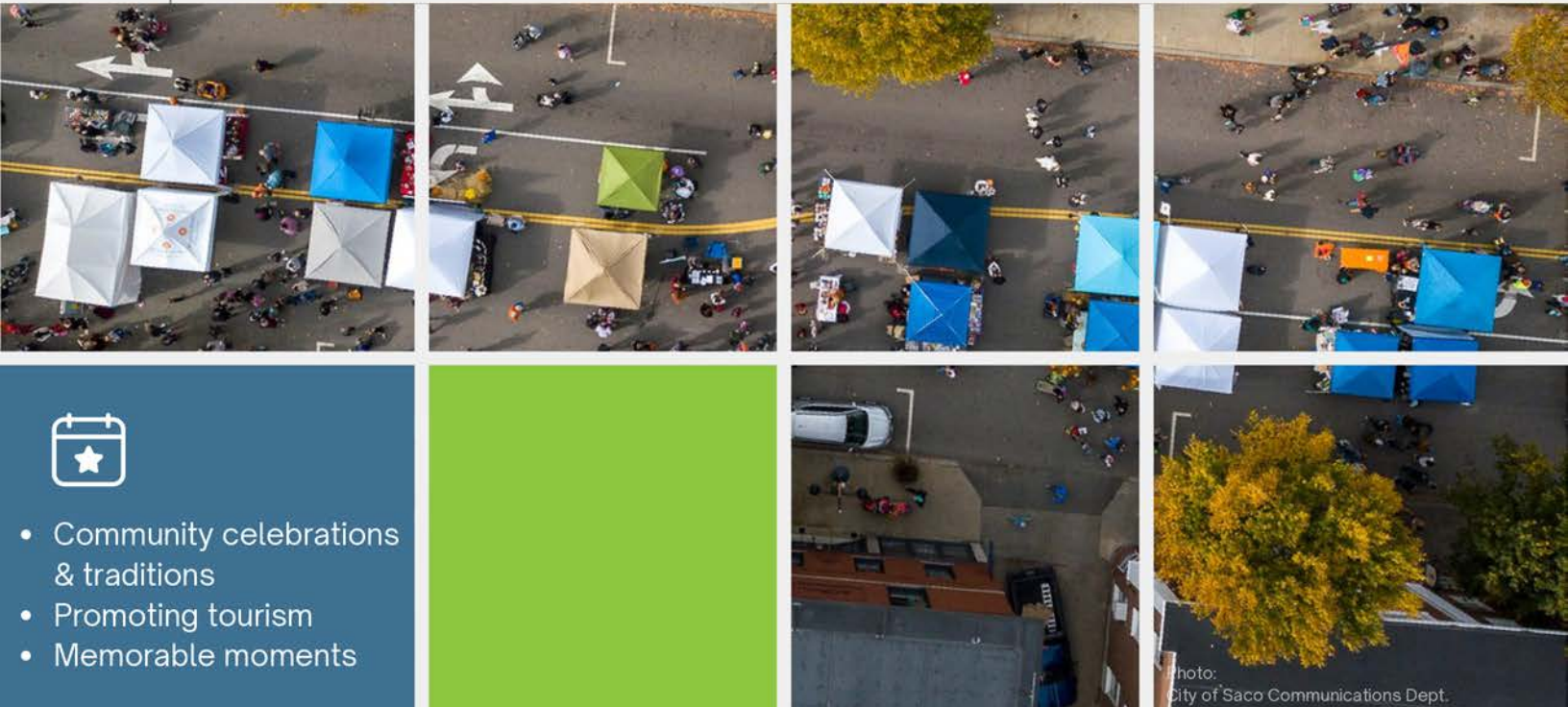
Event Sponsorship Opportunities

Help us bring memorable events and traditions to Saco's downtown.

Saco Main Street's events bring thousands of residents and visitors together for annual community traditions and meaningful, memorable connection. Each event offers sponsors a unique opportunity to connect directly with their target audience. From family-friendly festivals, to the vibrant Parade of Lights and Saco Bucks Saturday, our events celebrate the heart and soul of Saco, creating positive associations with your brand in a memorable, engaging setting.

By partnering with Saco Main Street, sponsors contribute to a thriving downtown, strengthen the local economy, and support programs that make Saco a wonderful place to live, work, and visit. In return, businesses benefit from widespread recognition through event promotions, on-site branding, and social media campaigns.

Please email director@SacoMainStreet.org or call 207-286-3546 to secure your sponsorship.



2025 Saco Main Street Events

Pride in the Park

Saturday, May 31 — page 07

Celebrate diversity and inclusion at this colorful event featuring a vibrant color run, food trucks, dancing, and fun activities to kick off Pride Month. Sponsor this lively celebration and align your brand with community pride and unity.

Music on Main

Second Friday in June, July, and August — page 10

Re-imagined from our Music in the Park series, this event invites the community to enjoy an evening of live music, shopping, food, and connection in downtown Saco. Sponsoring this event showcases your support for the arts and local businesses.

54th Annual Sidewalk Arts Festival

Saturday, June 21 — page 13

Discover unique artwork, crafts, and live demonstrations as Saco's historic Main Street transforms into an open-air gallery. Sponsorship positions your business as a champion of creativity and the arts.

16th Annual Saco Car Show

Saturday, July 19 — page 16

Co-hosted with the Thornton Academy Alumni Association, this event attracts auto enthusiasts to admire classic and custom cars while enjoying music, food, and camaraderie. Sponsor to engage with a loyal and enthusiastic community audience.

Bark in the Park

Saturday, September 13 — page 19

A beloved festival for pet lovers, featuring pet vendors, contests, and activities for dogs of all sizes. Sponsorship lets you connect with pet owners and show your love for four-legged family members.

Pumpkin Harvest Festival

Saturday, October 18 — page 22

A fun-filled day celebrating fall with a pumpkin patch, live music, pony rides, a pie-eating contest, and over 60 vendors lining Main Street. Sponsoring this event positions your brand at the center of Saco's family-friendly festivities.

Main Street Market

Sunday, November 23 — page 26

Kick off the holiday season by supporting local artisans and craftspeople at this vibrant market featuring unique goods, food, and crafts. Sponsorship highlights your commitment to local commerce and community.

Saco Bucks Saturday

Saturday, November 29 — page 28

Encourage shopping local with our Saco Bucks program, which provides \$10 vouchers for use at participating businesses. Sponsor this initiative to help drive economic growth and support downtown merchants.

Holiday Festival & Parade of Lights

Tree Lighting: Friday, December 5

Festival & Parade: Saturday, December 13 — page 30

Celebrate the magic of the season as Main Street shines with family-friendly activities and a spectacular evening parade. Sponsorship offers your business a chance to light up the community and close out the year in style.

Pride in the Park

 **Saturday, May 31, 2025**

 **Foss Road Athletic Complex**

Bursting with color, joy, and community spirit, our annual Pride in the Park color run is a celebration to kick off Pride Month in Saco! From the color run, to enjoying delicious eats from local food trucks, to dancing to the beat of the music, individuals from all walks of life are invited to come together to celebrate love, diversity, and the freedom to express oneself authentically. This event not only promotes physical activity and well-being but also fosters a sense of belonging and acceptance.

As one of the newest additions to our event lineup, Pride in the Park is more than just a party—it's a celebration of love, inclusion, and allyship in the Saco community. By sponsoring this event, your business becomes a visible ally to the LGBTQ+ community while gaining meaningful exposure to a diverse and engaged audience. Join us in spreading joy, pride, and connection—this is your chance to make a colorful splash in Saco!



Photo:
City of Saco Communications Dept.

- Attracts locals and visitors alike to the Foss Road Athletic Complex in Saco for a vibrant, fun-filled day centered around a colorful 1-mile run.
- 500 people expected attendance
- Target demographic: members of the LGBTQ+ community and their allies, local families looking for a joyful outing, and outdoor enthusiasts who love combining fitness and fun
- This unique Pride Month kick-off fosters connections, builds community pride, and highlights Saco as a welcoming place to live, visit, and celebrate.

Pride in the Park Event Sponsorship

Presenting Sponsor

\$2,500 — Only 1 Available

- Naming rights to finish line
- Your company named with the event name (e.g. Pride in the Park presented by *Your Company*) in all promotional materials
- Opportunity to have booth set up at event
- Logo on event t-shirt and swag bag
- Opportunity to include promotional items in event swag bags
- Logo prominently displayed on:
 - Registration table
 - Event poster
 - Saco Main Street website event page
- Company tagged in Pride in the Park event social media promotions
- Recognition in event newspaper ad
- Special recognition by event emcee

Impact Sponsor

\$1,500 — 3 Available

- Opportunity to have booth set up at event
- Logo printed on event t-shirt and swag bag
- Logo prominently displayed on:
 - Registration table
 - Event poster
 - Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Color Blast Station Sponsor

\$750 — 6 Available

- Logo at blast station
- Opportunity for volunteers from you company to help blast participants with color
- Opportunity to decorate blast station
- Logo displayed on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

T-Shirt Sponsor

\$500 — 2 Available

- Logo printed on event t-shirt
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Swag Bag Sponsor

\$500 — 2 Available

- Logo printed on event swag bag
- Opportunity to include promotional items in swag bags
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Pride in the Park Event Sponsorship

Music Sponsor

\$500 — Only 1 Available

- Logo prominently displayed at DJ Booth
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Printing & Wayfinding Partner

\$500 — Only 1 Available

- Logo printed on event poster and all printed promotional materials
- Logo printed on event maps and wayfinding signs
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Misting Station Sponsor

\$300 — Only 1 Available

- Logo prominently displayed at Misting Station
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors

Tie-Dye Station Sponsor

\$300 — Only 1 Available

- Logo prominently displayed at Tie-Dye Station
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors

Food Truck Area Sponsor

\$150 — 2 Available

- Logo prominently displayed at Food Truck area
- Company tagged in Saco Main Street social media post thanking sponsors

Seating Area Sponsor

\$150 — 2 Available

- Logo prominently displayed at seating area
- Company tagged in Saco Main Street social media post thanking sponsors

Games Sponsor

\$150 — Only 1 Available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Music on Main

 **2nd Friday in June, July, and August**

 **Main Street, Saco ME**

This summer, Saco Main Street invites you to help us reimagine our Music in the Park series as we introduce Music on Main. Taking place on the second Friday of June, July, and August, this lively event is designed to showcase the best of downtown Saco, showcasing Main Street as a hub of music, dining, shopping, and summer fun. Enjoy the sounds of talented local musicians while savoring a meal at one of Saco's outstanding restaurants, browsing unique shops, and soaking in the charm of a Maine summer evening. Whether you're catching up with friends, enjoying a night out with family, or simply looking for a reason to head downtown, Music on Main is the perfect way to kick off your weekend.

Music on Main offers an exciting opportunity for local businesses and organizations to showcase their support for downtown revitalization and community engagement. By becoming a sponsor, you'll not only help us bring incredible live music and vibrant energy to Main Street but also gain valuable exposure to event-goers from Saco and beyond.



Music on Main Event Sponsorship

Presenting Sponsor

\$2,500 — All three dates or \$1,000 for each date — Only 1 available per date

- Your company named with the event name (e.g. Music on Main presented by *Your Company*) in all promotional materials
- Opportunity to have booth set up at event
- Logo prominently displayed:
 - By music stage
 - On event poster
 - On Saco Main Street website event page
- Company tagged in Music on Main event social media promotions
- Recognition in event newspaper ad
- Special recognition by musician at event

Impact Sponsor

\$1,500 — All three dates or \$600 for each date — Only 1 available per date

- Opportunity to have booth set up at event
- Logo prominently displayed:
 - By music stage
 - On event poster
 - On Saco Main Street website event page
- Company tagged in Music on Main event social media promotions
- Recognition in event newspaper ad
- Special recognition by musician at event

Music Sponsor

\$800 — All three dates or \$300 for each date — Only 1 available per date

- Logo prominently displayed:
 - By music stage
 - On event poster
 - On Saco Main Street website event page
- Company tagged in Music on Main social media promotions
- Recognition in event newspaper ad
- Special recognition by musician at event

Printing & Wayfinding Partner

\$500 — All three dates — Only 1 Available

- Logo printed on event poster and all printed promotional materials
- Logo printed on event downtown map
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by musician at event

Booth Sponsor

\$500 — All three dates or \$200 per each date — Only 1 available per date

- Opportunity to have booth set up at event
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by musician at event

Music on Main Event Sponsorship

Games Sponsor

\$200 — All three dates — Only 1 available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$200 — All three dates — Only 1 available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

54th Annual Sidewalk Arts Festival

 **Saturday, June 21, 2025**

 **Main Street, Saco ME**

One of historic downtown Saco’s most anticipated events of the year, the Saco Sidewalk Arts Festival is a beloved tradition that brings together over 75 artists and over 2,000 attendees to celebrate art, creativity, and local culture—right here on Main Street.

This juried art show features a stunning array of artwork, photography, sculpture, and crafts. The festival spotlights local artists and draws in art lovers, families, and visitors from across the region. Your sponsorship of this event makes it possible to enhance this cherished Saco tradition and introduce new ideas that will elevate the vibrancy of the festival. As a sponsor, your business will gain valuable exposure to a diverse and engaged audience while demonstrating your commitment to the arts and our community.



Photo: City of Saco Communications Dept.

- 2,000+ locals and visitors from across northern New England
- Target demographic: art lovers, day-trippers, local families looking for a creative and colorful day out
- A long-standing community tradition showcasing art and togetherness in the heart of downtown Saco

Sidewalk Arts Festival Event Sponsorship

Presenting Sponsor

\$3,000 — Only 1 available

- Business logo on event 36'x3' banner spanning Main Street (banner will be up minimum 2 weeks prior to event)
- Your company named with the event name (e.g. 54th Annual Sidewalk Arts Festival presented by *Your Company*) in all promotional materials
- Opportunity to have booth set up at event
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Sidewalk Arts Festival event social media promotions

Impact Sponsor

\$1,500 — 5 available

- Arts festival swag sponsor. Logo printed on give-away tote bag
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Sidewalk Arts Festival event social media promotions

Award Sponsor

\$1,250 — Only 1 available

- Logo printed on award ribbons
- Logo displayed:
 - On event poster
 - At Saco Main Street event information booth
- Recognition in event newspaper ad
- Name & logo on Saco Main Street event website & social media post thanking sponsors

People's Choice Award Sponsor

\$1,000 — Only 1 available

- Logo printed on People's Choice award ballots handed to attendees
- Logo displayed:
 - On event poster
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Printing & Wayfinding Sponsor

\$750 — 2 Available

- Logo displayed at Saco Main Street event information booth
- Logo printed on:
 - Event poster
 - Event maps
 - Exhibitor booth numbers
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Sidewalk Arts Festival Event Sponsorship

Music Sponsor

\$500 — Only 1 available

- Logo displayed:
 - By musician performance area
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Seating Area Sponsor

\$500 — 3 available

- Logo displayed:
 - On picnic tables in the seating area
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Children's Craft Area Sponsor

\$500 — Only 1 available

- Logo displayed:
 - By children's craft area
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Partner Sponsor

\$300 — Unlimited

- Logo displayed:
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Name & logo on Saco Main Street event website & social media post thanking sponsors

City Support Appreciation Sponsor

\$300 — Only 1 Available — help us say thank you to the City workers who support this event's success!

- Logo at Saco Main Street event information booth
- Logo printed on card thanking city employees for working the event, delivered with thank-you lunch
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Games Sponsor

\$150 — Only 1 available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

16th Annual Saco Car Show

 **Saturday, July 19, 2025**

 **Thornton Academy**

Presented in partnership with the Thornton Academy Alumni Association, get ready to rev those engines at the 16th Annual Saco Car Show! Gear up for a day celebrating classic Americana with over 150 cars and trucks spanning from 1918 through the iconic “muscle car” era. Whether you're a die-hard car enthusiast or simply enjoy the nostalgia of vintage vehicles, there's something for everyone to admire and enjoy at this beloved community event!

It's not just the cars, though—attendees enjoy upbeat music, food and drink, and the event is within walking distance to stroll down Main Street and enjoy Saco's charming historic downtown.

As a sponsor, your business will gain valuable exposure to roughly 2,000 attendees while supporting a cherished tradition that drives excitement and community pride. Join us in making the 16th Annual Saco Car Show an unforgettable experience!



Photo:
Jim Swain, Saco Main Street Board of Directors

- Attracts summer tourists, locals, “gear-heads”, and families looking for an interactive outing
- 2,000 people expected attendance
- Target demographic: car enthusiasts, music lovers, summer tourists, locals looking for a fun outing

Saco Car Show Event Sponsorship

Presenting Sponsor

\$3,000 — Only 1 available

- Business logo on event 36'x3' banner spanning Main Street (banner will be up minimum 2 weeks prior to event)
- Your company named with the event name (e.g. 16th Annual Saco Car Show presented by *Your Company*) in all promotional materials
- Opportunity to have booth and/or vehicles set up at event
- Logo prominently displayed:
 - On event poster
 - On event t-shirt
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Saco Car Show event social media promotions
- Special recognition by event emcee

Impact Sponsor

\$1,500 — 4 available

- Car show swag sponsor. Logo printed on event t-shirt.
- Opportunity to have booth set up at event.
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Saco Car Show event social media promotions
- Special recognition by event emcee

Exhibitor Sponsor

\$1,250 — Only 1 available

- Logo printed on all Exhibitor Certificates
- Logo displayed:
 - On event poster
 - On event t-shirt
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Saco Car Show event social media promotions
- Special recognition by event emcee

Printing & Wayfinding Sponsor

\$750 — 2 available

- Logo displayed at Saco Main Street event information booth
- Logo printed on:
 - Event poster
 - Digital event map published to social media
 - “Event today” signs on Route 1 and North Street, guiding motorists to the event
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Saco Car Show Event Sponsorship

Music Sponsor

\$500 — Only 1 available

- Logo displayed:
 - By radio station DJ area area
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Seating Area Sponsor

\$500 — 3 available

- Logo displayed:
 - On picnic tables in the seating area
 - At Saco Main Street event information booth
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Partner Sponsor

\$300 — Unlimited

- Logo displayed:
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Games Sponsor

\$150 — Only 1 available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Bark in the Park

 **Saturday, September 13, 2025**

 **Fairfield School**

Join the pack at Saco's favorite event for dog lovers and their four-legged friends! Bark in the Park is the ultimate celebration of all things canine, drawing hundreds of attendees eager for tail-wagging fun. This paw-some day features a pet-friendly vendor fair, a crowd-pleasing doggy parade, agility demonstrations, a spirited dog costume contest, live music, food trucks, and countless other fur-ocious attractions.

Bark in the Park offers unique opportunities to connect with an enthusiastic, pet-loving audience. Showcase your brand to families, animal enthusiasts, and local businesses while supporting a beloved community event. With a range of sponsorship options available, you can tailor your involvement to meet your goals and help make this event a tail-wagging success.



Photo:
Jim Swain, Saco Main Street Board of Directors

- Attracts local dog lovers and families
- 1,000 people expected attendance
- Target demographic: pet lovers, and local families looking for a day of four-legged fun
- This fun-filled event keeps attendees engaged throughout the day with 20+ vendor booths, food trucks, live music, and events scheduled throughout the day

Bark in the Park Event Sponsorship

Presenting Sponsor

\$3,000 — Only 1 available

- Business logo on event 36'x3' banner spanning Main Street and on 8' banner displayed at Saco Dog Park (banners will be up minimum 2 weeks prior to event)
- Your company named with the event name (e.g. Bark in the Park presented by *Your Company*) in all promotional materials
- Logo printed on dog-friendly give away item
- Opportunity to have booth set up at event
- Logo prominently displayed:
 - On event poster
 - On event t-shirt
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Company tagged in Bark in the Park event social media promotions
- Special recognition by event emcee

Doggy Parade Sponsor

\$1,250 — Only 1 available

- Opportunity to have booth set up at event.
- Your company will be named with the activity name (e.g. Doggy Parade presented by *Your Company*) in event promotional materials and social media promotions
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Special recognition by event emcee

Costume Contest Sponsor

\$1,250 — Only 1 available

- Opportunity to have booth set up at event.
- Your company will be named with the activity name (e.g. Costume Contest presented by *Your Company*) in event promotional materials and social media promotions
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Recognition in event newspaper ad
- Special recognition by event emcee

Printing & Wayfinding Partner

\$750 — Only 1 Available

- Logo printed on event poster and all printed promotional materials
- Logo printed on event maps, wayfinding signs, and booth numbers
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Bark in the Park Event Sponsorship

Music Sponsor

\$500 — Only 1 Available

- Logo prominently displayed by musician set-up area
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Partner Sponsor

\$300 — Unlimited

- Logo displayed:
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Food Truck Area Sponsor

\$150 — 2 Available

- Logo prominently displayed at Food Truck area
- Company tagged in Saco Main Street social media post thanking sponsors

Seating Area Sponsor

\$150 — 2 Available

- Logo prominently displayed at seating area
- Company tagged in Saco Main Street social media post thanking sponsors

Games Sponsor

\$150 — Only 1 Available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Pumpkin Harvest Festival

 Saturday, October 18, 2025

 Main Street, Saco ME

The annual Pumpkin Harvest Festival returns on October 18th, transforming our historic downtown into a bustling celebration of all things fall. This event features cherished traditions and a day full of autumn activities for all ages. Highlights include the enchanting pumpkin patch, filled with creatively decorated pumpkins, and the lively pie-eating contest, live music, pony rides, carnival area, and over 60 vendors lining Main Street. This beloved festival draws attendees from across the region, celebrating community spirit and the magic of autumn.

The Pumpkin Harvest Festival is one of Saco's most cherished traditions, a community touchpoint celebrating autumn and community togetherness. Partnering with this event means more than just valuable exposure—it's a chance to connect with thousands of attendees while supporting a tradition that brings joy, pride, and connection to our town. Together, we can make this year's festival an unforgettable celebration.

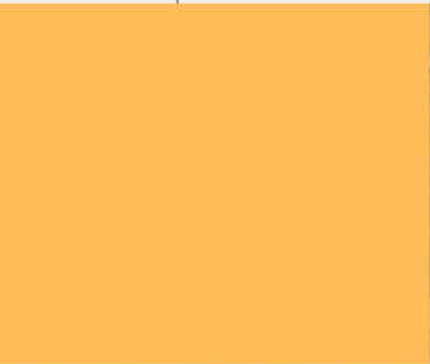


Photo:
City of Saco Communications Dept.

- Attracts local and regional attendees and families looking for a day of free fall-themed fun
- 7,000 people expected attendance
- Target demographic: local and visiting families and downtown enthusiasts
- This memorable event features over 60 vendors set-up right on Main Street, a wide-range of programming and activities throughout the day, and a charming pumpkin patch

Pumpkin Harvest Festival Event Sponsorship

Presenting Sponsor

\$3,000 — Only 1 available

- Business logo on event 36'x3' banner spanning Main Street (banner will be up minimum 2 weeks prior to event)
- Your company named with the event name (e.g. Pumpkin Harvest Festival presented by *Your Company*) in all promotional materials
- Opportunity to have booth set up at event
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Company tagged in Pumpkin Harvest Festival event social media promotions
- Special recognition by event emcee

Impact Sponsor

\$1,500 — 5 available

- Opportunity to have booth set up at event
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Company tagged in Pumpkin Harvest Festival event social media promotions
- Special recognition by event emcee

Pumpkin Patch Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to pumpkin patch, and on table featuring giant pumpkin carved by professional pumpkin carver
- Your company will be named with the pumpkin patch (e.g. Pumpkin Patch presented by *Your Company*) in social media promotions and on event map
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Carnival Area Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to carnival area
- Your company will be named with the pumpkin patch (e.g. Carnival Area presented by *Your Company*) in social media promotions and on event map
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Pumpkin Harvest Festival Event Sponsorship

Seating Area Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to seating area
- Your company will be named with the seating area (e.g. Seating Area presented by *Your Company*) in social media promotions and on event map
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Pony Ride Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to pony ride area
- Your company will be named with the activity (e.g. Pony Rides presented by *Your Company*) in social media promotions and on event map
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Stage Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed on event stage where DJ and band perform
- Your company will be named with the stage (e.g. Pumpkin Harvest Festival Stage presented by *Your Company*) on event map
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Pie Eating Contest Sponsor

\$750 — Only 1 available

- Logo prominently displayed on Pie Eating Contest table
- Your company will be named with the activity name (e.g. Pie Eating Contest presented by *Your Company*) in event social media promotions
- Logo prominently displayed:
 - On event poster
 - At Saco Main Street event information booth
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by event emcee

Pumpkin Harvest Festival Event Sponsorship

Printing & Wayfinding Partner

\$750 — Only 1 Available

- Logo printed on event poster and all printed promotional materials
- Logo printed on event maps and wayfinding signs
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Decoration Sponsor

\$750 — Only 1 Available

- Logo prominently displayed on haybale decorative display outside pumpkin patch
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

City Support Appreciation Sponsor

\$300 — Only 1 Available — help us say thank you to the City workers who support this event's success!

- Logo at Saco Main Street event information booth
- Logo printed on card thanking city employees for working the event, delivered with thank-you lunch
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Partner Sponsor

\$300 — Unlimited

- Logo displayed:
 - At Saco Main Street event information booth
 - On Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors

Games Sponsor

\$150 — Only 1 Available

- Logo printed on corn hole boards
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Main Street Market

 **Sunday, November 23, 2025**

 **Thornton Academy Linnell Gymnasium**

Our third-annual Main Street Market combines the spirit of community and the joy of local shopping. It's an opportunity to experience the creativity of local artisans and crafters and get a jump-start on holiday shopping. This event brings together over 60 talented vendors. From handcrafted jewelry and artisanal home goods to festive decor and cozy apparel, there's something for everyone.

Your support of the Main Street Market allows us to help support the creativity and passion of our local artisans. Your business' sponsorship allows us to promote this event in local media and on social media – helping to make it a profitable day that vendors aren't soon to forget!



- Attracts local and regional attendees looking for unique gifts, crafts, and artisanal goods
- 2,000 people expected attendance
- Target demographic: local and visiting shoppers and art enthusiasts looking to support small businesses
- This event features over 60 vendors set-up in the Thornton Academy gymnasium

Main Street Market Event Sponsorship

Presenting Sponsor

\$1,000 — Only 1 Available

- Your company named with the event name (e.g. Main Street Market presented by Your Company) in all promotional materials
- Opportunity to have booth set up at event
- Logo prominently displayed:
 - On event poster
 - On Saco Main Street event website & social media post thanking sponsors
 - On Market Tote giveaway to first 250 shoppers
- Company tagged in Main Street Market event social media promotions
- Recognition in event newspaper ad

Market Tote Sponsor

\$500 — Only 1 Available

- Logo printed on:
 - Event poster
 - Market tote giveaway to first 250 shoppers
- Company tagged in Main Street Market event social media promotions
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Printing & Wayfinding Sponsor

\$500 — Only 1 Available

- Logo printed on:
 - Event poster
 - Vendor booth numbers
 - Event maps
 - “Event today” signs on Route 1 and North Street, guiding motorists to the event
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Partner Sponsor

\$300 — Unlimited

- Logo printed:
 - On event poster
 - On event maps
- Name and logo featured on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Saco Bucks Saturday

 **Saturday, November 29, 2025**

 **Main Street, Saco ME**

Saco Bucks Saturday is a vibrant downtown shopping event that encourages our community to support local businesses! Taking place on the Saturday after Thanksgiving, this event invites shoppers to explore the heart of Saco as they discover unique shops, special promotions, and exclusive discounts offered by our beloved local retailers - and get to spend their \$10 Saco Bucks vouchers that represent a direct re-investment in Saco's small business economy.

In 2024, we distributed 470 \$10 Saco Bucks vouchers to shoppers during Saco Bucks Saturday, jumpstarting the holiday shopping season. Shoppers use the vouchers at participating locations and Saco Main Street then re-imbuerses them for the Saco Bucks they collect. With your support, we can expand this program, reaching more shoppers and driving even greater economic activity into our downtown at a crucial time of year. Together, we can strengthen our local economy and create an even more vibrant holiday shopping experience in Saco!



Photo
Karoline Ellis, Saco Main Street

- 470 Saco Bucks vouchers distributed in 2024, representing \$4,700 in direct funds to the local small business economy
- Event featured on live WMTW Channel 8 news coverage.
- Target demographic: holiday shoppers, locals looking to support their favorite businesses, visitors looking to try Saco's diverse eateries, shops, and service providers
- This cash-register event is an impactful way to support economic activity for the businesses that breathe life into our downtown.

Saco Bucks Saturday Event Sponsorship

Saco Bucks Sponsor

\$500 — Unlimited

- Logo printed on:
 - Event poster
 - Event map
 - Give-away tote bag (handed out to first 250 shoppers)
 - Opportunity to include promotional material & items in give-away tote bag
- Business tagged in all Saco Bucks Saturday social media event promotions
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Printing & Wayfinding Sponsor

\$300 — 4 Available

- Logo printed on:
 - Event poster
 - “Saco Bucks Accepted Here” signs
 - Event maps highlighting participating businesses
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Tote Bag Sponsor

\$300 — 2 Available

- Logo printed on:
 - Give-away tote bag (handed out to first 250 shoppers)
 - Opportunity to include promotional material & items in give-away tote bag
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Pick-up location Sponsor

\$200 — 4 Available

- Logo prominently displayed at one of 4 Saco Bucks pick-up tables spread throughout downtown Saco
- Logo printed on event maps highlighting participating businesses
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors

Swag Sponsor

\$100 — 4 available

- Opportunity to provide promotional materials & items in give-away tote bag
- Name and logo on Saco Main Street event website & social media post thanking sponsors

Holiday Festival & Parade of Lights

 **Saturday, December 13, 2025**

 **Main Street, Saco ME**

Our final sponsorship opportunity of the year—and a perfect chance to end the year on a high note and make a glowing impact by lighting up Main Street and helping to spread holiday magic! The Holiday Festival & Parade of lights is a festive Saco tradition, blending festive daytime fun with the dazzling parade in the evening. During the daytime festival, families can enjoy story time with Santa, live carolers on Main Street, winter craft activities, the Festival of Trees at the Saco Museum, and other holiday activities before the Parade of Lights takes center stage. With glowing floats, lively dancers, and holiday displays, Main Street transforms into a winter wonderland.

An additional opportunity for cheer and community connection, the City of Saco tree lighting will take place on Friday, December 5, and features carolers from local schools and the enchanting city holiday tree.



Photo:
City of Saco Communications Dept.

- Attracts local onlookers and families looking to experience holiday fun
- 4,500 people expected attendance
- Target demographic: local families and Saco residents
- Sponsorship helps ensure the parade's safety for all participants and attendees, keeps the lights shining brighter than ever, and brings holiday cheer to the whole community.

Holiday Festival & Parade Event Sponsorship

Presenting Sponsor

\$3,000 — Only 1 available

- Business logo on event 36'x3' banner spanning Main Street (banner will be up minimum 2 weeks prior to event)
- Your company named with the event name (e.g. Holiday Festival & Parade of Lights presented by *Your Company*) in all promotional materials
- Opportunity to have float in parade
- Logo prominently displayed:
 - On event poster
 - On Saco Main Street event website & social media post thanking sponsors
 - On emcee stage during Parade of Lights
 - On sign in front of the city holiday tree throughout the season
- Recognition in event newspaper ad
- Company tagged in Holiday Festival & Parade of Lights event social media promotions
- Special recognition by Parade emcee

Impact Sponsor

\$1,500 — 5 available

- Opportunity to have float in parade
- Logo prominently displayed:
 - On event poster
 - On Saco Main Street event website & social media post thanking sponsors
 - On emcee stage during Parade of Lights
 - On sign in front of the city holiday tree throughout the season
- Recognition in event newspaper ad
- Company tagged in Holiday Festival & Parade of Lights event social media promotions
- Special recognition by Parade emcee

Tree Lighting Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to city tree lighting on Friday, December 5
- Your company will be named with the event (e.g. Tree Lighting presented by *Your Company*) in social media promotions and on event map
- Company logo displayed on sign in front of tree throughout the holiday season
- Logo prominently displayed:
 - On event poster
 - On Saco Main Street event website & social media post thanking sponsors
 - On sign in front of the city holiday tree throughout the season
- Recognition in event newspaper ad
- Special recognition by event emcee

Storytime with Santa & Mrs. Claus Sponsor

\$1,000 — Only 1 available

- Logo prominently displayed at entrance to Storytime with Santa & Mrs. Claus
- Your company will be named with the activity (e.g. Storytime with Santa & Mrs. Claus presented by *Your Company*) in social media promotions
- Logo prominently displayed:
 - On event poster
 - On Saco Main Street event website & social media post thanking sponsors
- Recognition in event newspaper ad
- Special recognition by parade emcee

Holiday Festival & Parade Event Sponsorship

Printing & Wayfinding Partner

\$750 — Only 1 Available

- Logo printed on event poster and all printed promotional materials
- Logo printed on event wayfinding signs
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by Parade emcee

Staging Area Lights & Safety Sponsor

\$750 — Only 1 Available — help keep the parade safe for participants and attendees

- Logo prominently displayed on emcee stage during Parade of Lights
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

City Support Appreciation Sponsor

\$300 — Only 1 Available — help us say thank you to the City workers who support this event's success!

- Logo at Saco Main Street event information booth
- Logo printed on card thanking city employees for working the event, delivered with thank-you lunch
- Logo on Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors
- Special recognition by event emcee

Partner Sponsor

\$300 — Unlimited

- Logo displayed:
 - On emcee stage during Parade of Lights
 - On Saco Main Street website event page
- Company tagged in Saco Main Street social media post thanking sponsors

Main Street Lights Sponsor

\$250 — Unlimited

- Logo displayed:
 - On Saco Main Street website event page
- Company tagged in Saco Main Street social media post showing off the lights
- Helps provide lunch for the volunteers who help us string the lights on the Main Street lampposts

Selfie Station Sponsor

\$150 — Only 1 Available

- Logo printed on selfie photo frame
- Name & logo on Saco Main Street event website & social media post thanking sponsors