

# CAMP SUNSHINE PUMPKIN FESTIVAL

[WWW.CAMPSUNSHINEPUMPKINFESTIVALS.ORG](http://WWW.CAMPSUNSHINEPUMPKINFESTIVALS.ORG)

## 2021 SPONSORSHIP PACKAGE

HOSTED BY

**L.L.Bean**

MEDIA SPONSORS

 NEWS CENTER  
**MAINE**

**maine.**  
THE MAGAZINE



**OCTOBER 23, 2021 · FREEPORT, MAINE**





## CAMP SUNSHINE PUMPKIN FESTIVAL HISTORY

In 2003, Camp Sunshine introduced Portland to this one-of-a-kind event in Deering Oaks Park. More than 15,000 pumpkins were carved and displayed to the delight of 15,000 people who attended the spooktacular affair. The event raised \$50,000 in support of Camp Sunshine mission. Due to the success in its first year, the event headed south to Boston in 2004, and after only a few more attempts Camp Sunshine broke the record formerly held by Keene, New Hampshire. In 2006, we amassed 30,128 jack-o-lanterns on the Boston Common, had over 100,000 spectators, and raised more than \$250,000 to help send more children with life-threatening illnesses and their families to Camp Sunshine.

In the years that followed Camp Sunshine held successful Pumpkin Festivals at Boston's City Hall Plaza, Central Park in New York City, and here in Maine at Cumberland Fairgrounds and Monument Square, Portland.

In 2011, the event moved to its current home at L.L. Bean's Flagship Store in Freeport. Since then, 50,000 awestruck spectators have visited the Camp Sunshine Pumpkin Festival each year.





## GET YOUR ORGANIZATION INVOLVED!

What a perfect day and way to get your employees involved, building employee spirit, as well as creating employee incentives to build the best pumpkin display at the event. Create “friendly competition” among business rivals. This event can help you create a truly “out of the box” promotion for your company. Based on past history in Boston and New York, Camp Sunshine expects this event to garner millions of media impressions. Join an event with a proven track record for success and have a “gourd” time as well.

Join Camp Sunshine and other great sponsors at what is certain to be one of the largest events in Maine this fall. Prepare to be washed away in a sea of orange when the Camp Sunshine Pumpkin Festival once again illuminates the L.L. Bean campus.

Located in Casco, Camp Sunshine is a nationwide retreat for children with life-threatening illnesses and their families. The unique program blends recreation, workshops, and 24-hour on site medical support. There is no charge to participating families.

This event gives sponsors the unique opportunity to be involved in a one-of-a-kind event in Freeport, Maine. Camp Sunshine will custom-design a sponsorship package to fit your corporate marketing goals. Take advantage of the opportunity to exclusively represent your corner of the market.





## EVENT PROMOTIONS

While special priority is given to higher level sponsors, each sponsorship level offers a robust menu of benefits, and every effort is made to maximize exposure for all sponsors. The following media partners, promotional plans, and outreach groups will ensure prime visibility and maximum community involvement.

**NEWS CENTER MAINE** Our Official Television Sponsor, News Center Maine helps promote the event through their multiple platforms, providing extensive exposure to Camp Sunshine and sponsors (particularly presenting sponsors).

**MAINE MAGAZINE** Our Official Print Sponsor. Has offered two full pages of advertising space in two issues, September and October, and will continue to offer listing in the “In the Community” section of Maine magazine; Facebook promotions (Maine Magazine); and email blast to their email list. Maine magazine continues to provide an event photographer, and will feature images on their Facebook page.

**MAIN STREET BANNER** For one week leading to the event a 30 foot banner will be placed on Main Street/Rt. 1 (15,000 cars per day) announcing the festival and highlighting top sponsors.

**CAMP SUNSHINE** In addition to the promotions provided by the media, Camp Sunshine promotes the festival through email blasts (Camp Sunshine email list is over 20,000 people), Facebook posts, and press releases. Camp Sunshine also promotes the event via the posting of event fliers and posters around Freeport and the surrounding communities.



Camp Sunshine also invites event sponsors and partners to reach out to their audiences via email blasts, Facebook posts, etc. In the past, sponsors have sent email blasts to customers where inviting them to sponsor pumpkins, and the responses are always extremely positive. We will again encourage all other sponsors to do the same this year. These and all other efforts will help increase event attendance and recognition of sponsors.

**SCHOOLS** In 2019, several elementary and high schools each carved 500-1,000 pumpkins, for a total of approximately 5,500 pumpkins, which further adds to attendance and exposure for all sponsors.

**SPONSOR EVENTS & PARTICIPATION** Festival sponsors have the opportunity to create their own events connected to the festival and Camp Sunshine, both leading up to the event date, and also on site at the festival.

Sponsors can sell paper pumpkins in retail locations, create a pumpkin themed game or activity for families or for the more creative build a unique pumpkin display!

A great event for sponsors is an employee and customer carving day at sponsor's location.

**LET'S HAVE FUN & GET CREATIVE!** As a sponsor of the event, you will have the opportunity to work closely with Camp Sunshine to tailor your sponsorship in a way that best suits your needs and interests. If you have ideas that will enhance your sponsorship experience, please feel free to share those with us. We want this event to benefit you and all involved.
















## VOLUNTEER OPPORTUNITIES

Volunteers are key players at the Camp Sunshine Pumpkin Festival. Hundreds from across Maine and New England will flock to Freeport for the day to help with every aspect of the event.

Nearly 200 volunteers will sign up using an online registration system and pick the volunteer assignment that best fits them. This could be carving pumpkins, helping with pumpkin distribution, childrens games, vendor support, or information tables.

Without volunteers, this festival would not have the energy and excitement it does each year. We highly encourage all sponsors to reach out to their employees to volunteer at the festival.

## SPONSOR LEVELS & BENEFITS

	<b>\$15,000</b> Co-Presenter (only two)	<b>\$10,000</b> Farm Sponsor (only two)	<b>\$7,500</b> Field Sponsor (only four)	<b>\$5,000</b> Patch Sponsor (only five)	<b>\$2,500</b> Row Sponsor (ten)	<b>\$1,000</b> Vine Sponsor (unlimited)
Sponsorship noted in available Radio Ads						
On stage presence during announcement of final count						
Logo on each page of event website						
Logo on cover of event program						
Event Press Release mention						
Banner at Main Stage or Scaffolding Tower	<b>STAGE</b>	<b>TOWER</b>				
Exclusivity in your market segment						
Event Social Media Posts (15,000+ likes)						
Naming of Major Event Activity/Area*						
Logo included on hanging street banner						
Event Email Blasts (20,000)						
Sponsor tent at event	<b>20' x 10'</b>	<b>20' x 10'</b>	<b>10' x 10'</b>	<b>10' x 10'</b>		
Pumpkin Display at Event with Sponsor Signage						
Recognition on stage & sandwich boards						
Logo or name on website sponsor page	<b>LG LOGO</b>	<b>LG LOGO</b>	<b>MED LOGO</b>	<b>SM LOGO</b>	<b>SM LOGO</b>	
Logo included in print ads	<b>LG LOGO TOP</b>	<b>LG LOGO</b>	<b>MED LOGO</b>	<b>SM LOGO</b>	<b>SM LOGO</b>	
Festival Flyers/Posters (500)	<b>LG LOGO</b>	<b>LG LOGO</b>	<b>MED LOGO</b>	<b>SM LOGO</b>	<b>SM LOGO</b>	
Logo or name on Volunteer T-Shirts (800)	<b>LG LOGO</b>	<b>MED LOGO</b>	<b>MED LOGO</b>	<b>SM LOGO</b>	<b>NAME</b>	
Event Program ad space or name listing (2,500)	<b>FULL PAGE</b>	<b>FULL PAGE</b>	<b>FULL PAGE</b>	<b>1/2 PAGE</b>	<b>1/2 PAGE</b>	<b>NAME</b>
Listing in Camp Sunshine Annual Report						
Opportunity for Employee Volunteer Participation						

\*Choose between: Two 20' x 20' Carving Tents, Cauldron Café, Children's Activities, or Costume Parade.



## SPONSOR AGREEMENT:

Camp Sunshine appreciates our Corporate Sponsors who embrace our mission in supporting children with life-threatening illnesses and their families.

Please complete the following:

A completed Sponsorship Agreement and receipt of sponsor logo (EPS) are required prior to any benefits being delivered. Completed Sponsorship Agreements can be returned by:

Mail: Camp Sunshine, 35 Acadia Road, Casco, ME 04015

Email: [kwalker@campsunshine.org](mailto:kwalker@campsunshine.org)

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Co- Presenter | \$15,000 | <input type="checkbox"/> Patch Sponsor | \$5,000 |
| <input type="checkbox"/> Farm Sponsor  | \$10,000 | <input type="checkbox"/> Row Sponsor   | \$2,500 |
| <input type="checkbox"/> Field Sponsor | \$7,500  | <input type="checkbox"/> Vine Sponsor  | \$1,000 |

## COMMITMENT & PAYMENT

I agree to the terms and conditions of Camp Sunshine's Pumpkin Festival sponsorship, and in return agree to provide support at the level indicated above:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Payment Enclosed

☐ This is a pledge, please invoice me.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV#: \_\_\_\_\_





## CONTACT INFORMATION

Michael Smith, Development Director  
[msmith@campsunshine.org](mailto:msmith@campsunshine.org)

Kayley Walker, Communication & Event Coordinator  
[kwalker@campsunshine.org](mailto:kwalker@campsunshine.org)

Camp Sunshine at Sebago Lake, Inc.  
35 Acadia Road, Casco, ME 04015  
(Ph) 207-655-3800 (Fax) 207-655-3825  
[www.campsunshine.org](http://www.campsunshine.org)  
[www.campsunshinepumpkinfestivals.org](http://www.campsunshinepumpkinfestivals.org)