

Hosted by
L.L.Bean



CAMP SUNSHINE **pumpkin festival**

campsunshinepumpkinfestivals.org

2026 Sponsorship Package

Presenting Sponsor



Media Sponsor



October 16-18, 2026 . Freeport, Maine

**New
for
2026!**

Outdoor Movie Night

Friday, October 16, 2026

Kick off the 2026 Camp Sunshine Pumpkin Festival with a magical Movie Night under the stars on Friday, October 16! Beginning at dusk, families and friends are invited to gather for a special outdoor showing of the Halloween favorite Hocus Pocus. Guests are encouraged to bring their own blankets, lawn chairs, and cozy seating as they enjoy an unforgettable evening filled with laughter, nostalgia, and festive fall fun. Festive treats will be available for purchase! Purchase your favorite snacks, bundle up in your favorite flannel, and join us for the perfect start to Pumpkin Festival weekend!

Saturday's Festival Fun

Saturday, October 17, 2026

Festival attendees can expect a day filled with live music and entertainment, a childrens' costume parade, tasty treats and "gourd-eous" displays of lit jack-o-lanterns in the evening! Sponsor a "glow heart" pumpkin in honor or memory of a loved one, shop in the "bootique", or purchase a festive treat in the "cauldron cafe" - Saturday's line up of activities will offer something for every member of the family! Donations are encouraged throughout all elements of the festival to support Camp Sunshine's Family Fund!

**New
for
2026!**

5K & Sunday's Festival Fun

Sunday, October 18, 2026

Sunday, October 18 will bring a brand-new energy to the Camp Sunshine Pumpkin Festival as we wrap up the weekend with The Pumpkin Festival Flannel 5K & Fun Run! Beginning at 12:00 PM, runners and walkers of all ages are invited to lace up their sneakers, throw on their favorite flannel, and enjoy a festive course filled with autumn spirit, community fun, and support for Camp Sunshine families.

Following the race, guests can continue the celebration with live music, delicious offerings from local food trucks, family-friendly activities, and a relaxed Sunday festival atmosphere. Whether participating in the race or simply enjoying the afternoon festivities, Sunday's event promises to be a memorable and cozy finale to an incredible Pumpkin Festival weekend.

Get Your Organization Involved!

The Camp Sunshine Pumpkin Festival is a perfect opportunity to get your employees involved with a one-of-a-kind event for an important cause!

In 2026, sponsors can expect a three-day expansion of Camp Sunshine's iconic Pumpkin Festival, which has been a beloved Maine tradition since 2003! Now spanning three-days, including a Friday movie night, two full days of live entertainment, including a lively children's costume parade, exciting children's activities, and a new 5K! All in support of families of children with life-threatening illnesses and their families.

With a weekend of exciting events and activities planned, the Camp Sunshine Pumpkin Festival will provide truly "out of the box" promotion for your company! Join an event with a proven track record of success and have a "gourd" time as well!



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.

WMTW Our Official Television Sponsor, WMTW helps promote the event through their multiple platforms, providing extensive exposure to the Camp Sunshine Pumpkin Festival.

MAIN STREET BANNER For one week leading up 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 42,000 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 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 2026, dozens of elementary and high schools around Southern Maine will team up with Camp Sunshine to carve 500-1,000 pumpkins per school for a total of approximately 8,000 pumpkins to be displayed and given away throughout the festival! Camp Sunshine provides all schools with their pumpkins to carve, as well as information about our event sponsors, which further adds to attendance of the event 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.



Scan here to
sign up to
volunteer!



Sponsorship Opportunities

SOLD!

**HOSTING
SPONSOR**

L.L.Bean

SOLD!

**PRESENTING
SPONSOR**



Friday, October 16, 2026

HOCUS POCUS OUTDOOR MOVIE NIGHT ON L.L.BEAN CAMPUS

*Estimated
attendance:
500+*

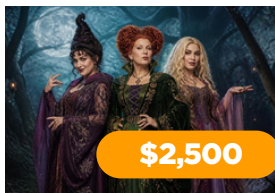


\$5,000

**Movie Night
Co-Presenting Sponsors**

2 Available

- Camp Sunshine will work with you to create a co-branded giveaway for the first 200 families in attendance
- Opportunity to include a coupon/flyer in event program



\$2,500

**Costume Contest
Sponsors**

1 Available

- Camp Sunshine will work with you to create a co-branded custom prize for the 1st, 2nd, 3rd places in the costume contest
- Opportunity to include a coupon/flyer in event program



\$1,000

**Concessions
Sponsors**

Unlimited

- Help make the movie night magical by helping cover the cost of providing snacks for the event or providing in-kind support to the event by donating bulk snacks like popcorn or candy!
- Opportunity to include a coupon/flyer in event program

Sponsor Benefits:

In addition to the specific benefits outlined with each option, sponsors will also benefit from (cumulative):

\$1,000 and Above

Recognition on Signage & Main Street Banner (10/2 Deadline)

Name on Event Website and Printed Program

Listing in Camp Sunshine Impact Report

Vendor space at the event (10x10)

\$2,500 and Above

Event Social Media Posts (2)

Name on Volunteer T-Shirts (600) (10/1 Deadline)

Logo on Event Website and Printed Program

Event Program Ad Space (1/2 Page)

\$5,000 and Above

Included in Event Email Blasts (42,000 recipients)

Brand-Specific Social Media Posts (2)

Event Program Ad Space (Full Page)

\$10,000 and Above

Logo on Cover of Event Program

Custom Banner at Major Area of the Event

Saturday, October 17, 2026

CLASSIC PUMPKIN FESTIVAL FUN ON L.L.BEAN CAMPUS

*Estimated attendance:
5,000+ attendees
throughout the day!*

SOLD!



**Family Pumpkin
Carving Sponsor**

SOLD!



**Cauldron Café
Sponsors**



\$5,000

**Photobooth
Sponsor**

1 Available

- Large banner near photobooth/photo activation area naming your brand as the photobooth sponsor
- Logo on all photobooth photos taken at the event (digital and printed)

SOLD!



**Entertainment
Sponsor**

1 Available

- Large sign on stage naming your brand as the entertainment sponsor for Saturday
- Work with Camp Sunshine to create a co-branded, custom activity/ giveaway

**Activity
Sponsors**

Unlimited

Activity spots are limited to one each and available first come, first served.

- Large sign with company logo naming your brand as the sponsor of a specific children's activity!
- Work with Camp Sunshine to create a co-branded, custom activity/ giveaway

Activities include:

- Children's Costume Parade
- Temporary Tattoo Studio
- Bracelet Making
- Spooky Crafts
- Games and more!

SOLD!



\$1,000

**Festival Friend
Unlimited**

- Choice of vendor space at the event (10x10) either Saturday or Sunday

Sponsorship Opportunities (continued)

Sunday, October 18, 2026

THE PUMPKIN FESTIVAL FLANNEL 5K & FUN RUN | STARTS & ENDS AT MAST LANDING SCHOOL

Estimated attendance:

300+ 5k/fun run participants + their supporters



\$20,000

Pumpkin Run Presenting Sponsor*

1 Available

- Promo-code for 20 people to participate in the 5k for free
- Premium sponsor benefits during all three days of the festival
- On-site activation space near the 5k start/finish



\$5,000

Fun Run Sponsors*

2 Available

- Logo on Fun Run Medals
- Promo-code for 5 people to participate in the 5k for free
- On-site activation space near the 5k start/finish

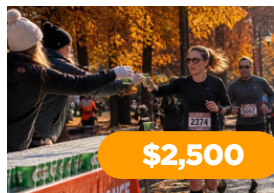


\$5,000

Photography Sponsor*

1 Available

- Promo-code for 5 people to participate in the 5k for free
- Brand recognized when photos are available online after the race
- On-site activation space near the 5k start/finish



\$2,500

Water Station Sponsors*

4 Available

- Promo-code for 2 people to participate in the 5k for free
- Company branding on one of the event's 4 water stops



\$1,000

5K Friends Sponsors*

Unlimited

*All 5k sponsorship benefits include:

- Logo on bibs and 5k tshirts, banner at start/finish line
- Table at registration
- Logo on display at packet pickup

Sunday, October 18, 2026

FESTIVAL: FOOD TRUCKS & ACTIVITIES ON L.L.BEAN CAMPUS

Estimated attendance:

5,000+ attendees throughout the day!



\$5,000

Free Pumpkin Giveaway Sponsor

1 Available

- We'll be giving away 1,000 pumpkins on Sunday
- Large banner with company logo naming your brand as the sponsor of the free pumpkins!
- Work with Camp Sunshine to create a co-branded, custom activity/ giveaway
- Will also receive all sponsorship benefits listed for \$5,000 and above on previous page



\$5,000

Entertainment Sponsor

1 Available

- Large sign on stage naming your brand as the entertainment sponsor for Sunday
- Work with Camp Sunshine to create a co-branded, custom activity/ giveaway
- Will also receive all sponsorship benefits listed for \$5,000 and above on previous page



\$2,500

Food Sponsors

4 Available

For a minimum commitment of \$2,500, your business can be one of four vendors selling food on-site throughout Sunday's festivities reaching thousands of hungry festival-goers during the 5K, live entertainment, tent-or-treating, and children's activities, all while supporting Camp Sunshine families. It's a rare chance to put your food or business in front of a captive, high-traffic crowd for a full day, while your commitment directly funds camp sessions for children with life-threatening illnesses and their families. Vendor spots are limited to four and will be confirmed on a first-commitment basis.



SPONSOR AGREEMENT

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

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

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

Email: kwalker@campsunshine.org

Company Information

Company Name :

Company Contact :

Address :

City : State : Zip Code :

Phone : Email :

Sponsorship Opportunities

Premium Sponsorships

- ☒ Hosting Sponsor - SOLD!
- ☒ Presenting Sponsor - SOLD!

General Sponsorship

- ☐ Festival Friend - \$1,000

Friday Movie Night

- ☐ Movie Night Co-Presenting Sponsor - \$5,000
- ☐ Costume Contest Sponsor - \$2,500
- ☐ Concessions Sponsor - \$1,000

Saturday Main Festival

- ☒ Family Pumpkin Carving Sponsor - SOLD!
- ☐ Photobooth Sponsor - \$5,000
- ☒ Entertainment Sponsor - SOLD!
- ☐ Activity Sponsor - \$2,500
- ☒ Cauldron Café Sponsors - SOLD!

Sunday 5K & Fun Run

- ☐ 5K Presenting Sponsor - \$20,000
- ☐ Fun Run Sponsor - \$5,000
- ☐ Photography Sponsor - \$5,000
- ☐ Water Station Sponsor - \$2,500
- ☐ 5K Friends Sponsor - \$1,000

Festival: Food Trucks & Activities

- ☐ Free Pumpkin Giveaway Sponsor - \$5,000
- ☒ Entertainment Sponsor - SOLD!
- ☐ Food Sponsor - \$2,500

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# :



where families
find family

CONTACT US

Jessica Thibodeau
Events & Graphic Design Manager
jthibodeau@campsunshine.org

Kayley Walker
AVP, Communications & Strategic Initiatives
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

campsunshinepumpkinfestivals.org