

THE 50TH ANNUAL
WINDJAMMER DAYS
FESTIVAL 2012



Flagship of the Fleet Sponsor
\$5,000

Windjammer Days Festival Advertising—Media

• **Television:**

Television ad campaign showcasing your business name & logo as a Proud Sponsor of Windjammer Days.

• **Radio: 94.9 WHOM**

20 live and recorded promo ads leading up to the event, "Windjammer Days in Boothbay Harbor is brought to you by... **Your Business Name Here**" 94.9 WHOM America's Super Station

20—60 second commercials with your business receiving a **20** second spot promoting your business. These commercials will be broadcast Mon-Sun: Prime Time 5am-8pm.

100— 60 second streaming online commercials.

• **Downeast Magazine:**

Your business logo in 2 Downeast Ads, May and June issues.

Inclusion in the Downeast E-Newsletter: Tile ad at www.downeast.com, May & June 2012

• **Boothbay Harbor Region Guide:**

120,000 Guides Printed—#1 Item picked up by visitors at the main chamber office.

Over 50,000 are distributed in Maine, New Hampshire, Vermont and Massachusetts— Visitor Centers

Over 10,000 mailed to visitors requesting information nationwide and internationally

Distributed to various Chamber of Commerce and visitor centers within the State of Maine

• **Windjammer Days 2012 Boothbay Register Supplement**

Your business logo featured as a major sponsor in the Windjammer Days

Supplement of the Boothbay Register. Over 7,000 year-round readers, over 9,000 in the summer months!

Online Marketing

• **www.BoothbayHarbor.com**

Prime visibility on the Chamber's high traffic website. Live link to your website. Exposure begins with activation of your sponsorship, through October, 2013 Links to Facebook, Twitter and more!

Website exposure— Tile ad with listing page of sponsors and a link to sponsor websites.

• **Portland Press Online**

4 Weeks of advertising online with the Portland Press Herald.

Banner Ad with your logo and a direct link to your website!

Windjammer Days Festival Advertising—On Site

• **Waterfront Park Banner** Prime visual exposure at the Waterfront Whale Park.

• **Sponsor Acknowledgement** Your business announced throughout the 2 day event by the Festival Emcee.

Added Value Benefits

• **Windjammer Days VIP Reception** **Ten (10)** invitations to the Windjammer Days VIP Reception at the Spruce Point Inn Resort & Spa. Great networking exposure. Entertain clients, reward your employees!

• **Cabbage Island Clambake** **Four (4)** invitations to the Windjammer Welcome Clambake on Cabbage Island. Meet the captains and their crews.

• **Navy Ship and Coast Guard Tours** Step aboard a visiting Navy Ship (if available) and see how our service men and women live. Also take a tour of Coast Guard Station Boothbay Harbor.

• **Fliers, Brochures and More!** Your company logo on all fliers, brochures, and posters.

• **The 50th Annual Windjammer Days Festival 2012 Decal**

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Brigantine Schooner Sponsor
\$2,500

Windjammer Days Festival Advertising—Media

- **Television:** Television ad campaign showcasing your logo as a Proud Sponsor of Windjammer Days.
- **Harbor Theater:** On screen advertising with your logo

Online Marketing

- **www.BoothbayHarbor.com** Prime visibility on the Chamber's high traffic website. Live link to your website. Exposure begins with activation of your sponsorship, through October, 2013 Links to Facebook, Twitter and more!
- **Portland Press Online** **4 Weeks** of advertising online with the Portland Press Herald. Banner Ad with your logo and a direct link to your website!

Windjammer Days Festival Advertising—On Site

- **Windjammer Days Boothbay Register Supplement** Your business logo featured in the Windjammer Days Supplement of the Boothbay Register. Over 7,000 year-round readers, over 9,000 in the summer months!
- **Waterfront Park Banner** Prime visual exposure at the Waterfront Whale Park.
- **Sponsor Acknowledgement** Your business announced throughout the 2 day event by the Festival Emcee.

Added Value Benefits

- **Windjammer Days VIP Reception** **Six (6)** invitations to the Windjammer Days VIP Reception at the Spruce Point Inn Resort & Spa. Great networking exposure. Entertain clients, reward your employees!
- **Cabbage Island Clambake** **Two (2)** invitations to the Windjammer Welcome Clambake on Cabbage Island. Meet the captains and their crews. Great fun, great opportunity to meet new clients.
- **Fliers, Brochures and More!** Your company logo on all fliers, brochures, and posters. Distribution at the main Chamber office, downtown information center located on Commercial Street.
- **Downeast Magazine** Opportunity to advertise in Downeast Magazine at special festival rates.
- **Navy Ship and Coast Guard Tours** Step aboard a visiting Navy Ship (if available) and see how our service men and women live. Also take a tour of Coast Guard Station Boothbay Harbor.
- **The 50th Annual Windjammer Days Festival 2012 Decal**



Welcome Aboard!

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Grand Banks Schooner
\$1,500

Online Marketing

- www.BoothbayHarbor.com Prime visibility on the Chamber's high traffic website. Live link to your website. Exposure begins with activation of your sponsorship, through October, 2012. Links to Facebook, Twitter and more!
- [Portland Press Online](#) **4 Weeks** of advertising online with the Portland Press Herald. Banner Ad with your logo and a direct link to your website!

Festival Advertising—On Site

- [Windjammer Days Boothbay Register Supplement](#) Your business logo featured in the Windjammer Days Supplement of the Boothbay Register. Over 7,000 year-round readers, over 9,000 in the summer months!
- [Sponsor Acknowledgement](#) Your business announced throughout the 2 day event by Festival Emcee.

Added Value Benefits

- [Windjammer Days VIP Reception](#) **Four (4)** invitations to the Windjammer Days VIP Reception at the Spruce Point Inn Resort & Spa. Great networking exposure. Entertain clients, reward your employees!
- [Fliers, Brochures and More!](#) Your company logo on all fliers, brochures, and posters. Distribution at the main Chamber office, downtown information center located on Commercial Street.
- [Downeast Magazine](#) Opportunity to advertise in Downeast Magazine at special festival rates.
- [Navy Ship and Coast Guard Tours](#) Step aboard a visiting Navy Ship (if available) and see how our service men and women live. Also take a tour of Coast Guard Station Boothbay Harbor.
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Welcome Aboard!

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Coastal Schooner Sponsor
\$ 500

Harbor Theater

- [Harbor Theater](#) 1/2 Screen ad running in the Boothbay Harbor Theater for 1 month.

Online Marketing

- www.BoothbayHarbor.com
Prime visibility on the Chamber's high traffic website. Live link to your website.
Exposure begins with activation of your sponsorship, through October, 2012
Links to Facebook, Twitter and more!

Festival Advertising—On Site

- [Windjammer Days Boothbay Register Supplement](#)
Your business logo featured in the Windjammer Days Supplement of the Boothbay Register.
Over 7,000 year-round readers, over 9,000 in the summer months!
- [Sponsor Acknowledgement](#)
Your business announced throughout the 2 day event by Festival Emcee.

Added Value Benefits

- [Windjammer Days VIP Reception](#) **Two (2)** invitations to the Windjammer Days VIP Reception at the Spruce Point Inn Resort and Spa. Great networking exposure. Entertain clients, reward your employees!
- [Downeast Magazine](#) Opportunity to advertise in Downeast Magazine at special festival rates.
- [Navy Ship and Coast Guard Tours](#) Step aboard a visiting Navy Ship (if available) and see how our service men and women live. Also take a tour of Coast Guard Station Boothbay Harbor.
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Patron Sponsor
\$ 250

- www.BoothbayHarbor.com
Prime visibility on the Chamber's high traffic website. Live link to your website. Exposure begins with activation of your sponsorship, through October, 2012 Links to Facebook, Twitter and more!
- [Windjammer Days Boothbay Register Supplement](#)
Your business listing featured in the Windjammer Days Supplement of the Boothbay Register.
Over 7,000 year-round readers, over 9,000 in the summer months!
- [The 50th Annual Windjammer Days Festival 2012 Decal](#)

50 for \$50 Sponsor
\$50

- www.BoothbayHarbor.com
Listing on the Chamber's high traffic website.
- [The 50th Annual Windjammer Days Festival 2012 Decal](#)