



2024 SPONSORSHIP OPPORTUNITIES

GET YOUR NAME INFRONT OF THE RIGHT PEOPLE AT THE RIGHT TIME

269 Western Avenue, Augusta, ME 04330
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the kenney awards

Friday, January 26, 2024
Augusta Civic Center, Augusta
4:30 p.m. – 10:00 p.m.

The event of the year brings together 1000+ business leaders, notable politicians, and distinguished guests to the Augusta Civic Center to highlight and celebrate the success in the Kennebec Valley.

This event is a great way to support businesses in the Kennebec Valley.

Presenting Sponsor—\$10,000 (1 available)

- ◆ Branding rights to “2024 Kenney Awards presented by”.
- ◆ An opportunity to present a 60-second video ad (sponsor provided) during the event.
- ◆ Space and table at the event and ability to have a company representative onsite.
- ◆ Opportunity to provide items on each table.
- ◆ Sponsor is invited to welcome guests and speak at the podium for 2 minutes.
- ◆ 2 complimentary tables of 8 located within the first two rows (\$1200 value).
- ◆ Mentioned by the Emcee throughout the evening.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Mentioned in all press releases and radio ads.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Headlining Sponsor—\$6,000 (5 available)

- ◆ An opportunity to present a 30-second video ad (sponsor provided) during the event.
- ◆ Opportunity to provide items on each table.
- ◆ Complimentary table for 8 people at the event (\$600 value)
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Mentioned in all press releases and radio ads.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Red Carpet Sponsor —\$5,000 (1 available)

- ◆ Branded backdrop for red carpet at entry of event.
- ◆ Complimentary tickets for 4 (\$300 value)
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Mentioned in all press releases and radio ads.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Spotlight Sponsor —\$4,000 (1 available)

- ◆ Sponsor shout out by Emcee before and after nominees are welcomed by spotlight onto the red carpet to kick off the Awards.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Complimentary newsletter ad (\$150 value)
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Entertainment Sponsor—\$3,500 (1 available)

- ◆ Shout out by the performer during performance.
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Complimentary newsletter ad (\$150 value)
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Program Sponsor—\$3,000 (1 available)

- ◆ Full page ad on back cover of event programs.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Complimentary newsletter ad (\$150 value)
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.



the kenney awards

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Augusta Civic Center, Augusta
4:30 p.m. – 10:00 p.m.

The event of the year brings together 1000+ business leaders, notable politicians, and distinguished guests to the Augusta Civic Center to highlight and celebrate the success in the Kennebec Valley.

This event is a great way to support businesses in the Kennebec Valley.

Live Voting Sponsor—\$2,500 (1 available)

- ◆ Company logo included on table tents located on each table.
- ◆ Mentioned by the Emcee during live voting.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Platinum Sponsor—\$2,500 (unlimited)

- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Photo Booth Sponsor —\$2,500 (1 available)

- ◆ Company provided branded Photo Booth and backdrop area at event.
- ◆ Mentioned by the Emcee during event.
- ◆ Signage at event, logo included on programs and on screen during the reception.
- ◆ Full color logo on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Bar Sponsor —\$2,000 (1 available)

- ◆ Sponsor signage in bar area.
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, company name included on programs and on screen during the reception.
- ◆ Company name listed on website, in newsletter, monthly insert in KJ, and Facebook mentions.

All Sponsors — Program ad-on option

- ◆ \$250 1/4 page ad
- ◆ \$500 1/2 page ad
- ◆ \$1000 full page ad

Cocktail Hour Sponsor—\$1,500 (1 available)

- ◆ Sponsor provides branded plates and napkins.
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, company name included on programs and on screen during the reception.
- ◆ Company name listed on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Door Prize Sponsor—\$1,000 (3 available)

- ◆ Sponsor provides door prize giveaway to be given away during reception.
- ◆ Mentioned by the Emcee during the event.
- ◆ Signage at event, company name included on programs and on screen during the reception.
- ◆ Company name listed on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Reception Sponsor—\$500 (unlimited)

- ◆ Signage at event, company name included on programs and on screen during the reception.
- ◆ Company name listed on website, in newsletter, monthly insert in KJ, and Facebook mentions.

Bronze Sponsor—\$250 (unlimited)

- ◆ Signage at event and on programs.
- ◆ Company name listed on website, in newsletter, monthly insert in KJ, and Facebook mentions.





Friday, July 26, 2024
Mill Park, Augusta
6:00 p.m. – 9:00 p.m.

The Ironman Welcome Party!

This event is a great way to be seen in front of a market of out of state individuals and Maine athletes and volunteers.

Presenting Sponsor—\$5,000 (1 available)

- ◆ Branding rights to “Ironman Welcome Party presented by”
- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Sponsor signage at event.
- ◆ Opportunity to welcome athletes at entrance.
- ◆ 2 VIP balcony viewing on race day.
- ◆ Full page ad in Newsletter (\$150)
- ◆ Full color logo included on Chamber website & tagged on Facebook.

Fireworks Sponsor—\$3,000 (1 available)

- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Sponsor signage at event and opportunity to announce fireworks.
- ◆ Full color logo included on Chamber website & tagged on Facebook.

Entertainment Sponsor—\$2,000 (1 available)

- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Sponsor signage in entertainment area and opportunity to announce entertainment.
- ◆ Full color logo included on Chamber website & tagged on Facebook.

Bar Sponsor —\$1,500 (1 available)

- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Sponsor signage in bar area.
- ◆ Full color logo included on Chamber website & tagged on Facebook.

Food Truck Sponsor —\$1,000 (2 available)

- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Company signage in Food Truck area.
- ◆ Full color logo included on Chamber website & tagged on Facebook.

Supporting Sponsor —\$500 (unlimited)

- ◆ Dedicated table inside Ironman Welcome Party and invitation to pass out branded items or swag provided by company.
- ◆ Company name sponsor signage displayed at event.
- ◆ Company name included on Chamber website & tagged on Facebook.





Saturday, August 3, 2024
Mill Park, Augusta
2:00 p.m. – 6:00 p.m.

As a Chamber annual event, the Brewfest is making a name for itself!

This event is a great way to get involved with one of the states fastest growing industries.

Brewmaster Sponsor—\$4,000 (1 available)

- ◆ Dedicated table inside Brewfest and invitation to pass out branded items or swag provided by company.
- ◆ 6 tickets (\$300 value).
- ◆ Full color logo on signage at event.
- ◆ Full color logo printed on rack cards distributed to local businesses and attending breweries.
- ◆ Full page ad in Newsletter (\$150)
- ◆ Mentioned in all press releases and radio ads.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Glass Sponsor —\$3,000 (1 available)

- ◆ Dedicated table inside Brewfest with opportunity to pass out sampling glasses to all event attendees.
- ◆ 4 tickets (\$200 value).
- ◆ Full color logo on signage at event.
- ◆ Full color logo printed on rack cards distributed to local businesses and attending breweries.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Check In Sponsor—\$2,500 (1 available)

- ◆ Dedicated table inside Brewfest entry tent with opportunity to greet every attendee and pass out branded items.
- ◆ 2 tickets (\$100 value).
- ◆ Sign with logo on check-in table at the event entrance.
- ◆ Full color logo printed on rack cards distributed to local businesses and attending breweries.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Last Call Sponsor—\$2,000 (1 available)

- ◆ Ability to ring the last call bell and thank attendees for coming.
- ◆ Full color logo on signage at event.
- ◆ Full color logo printed on rack cards distributed to local businesses and attending breweries.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Band Sponsor—\$1,500 (3 available)

- ◆ Full color logo printed on signage in entertainment area.
- ◆ Opportunity to announce band.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, e-mail blasts, and banner.

Care & Comfort Sponsor—\$1,000 (1 available)

- ◆ Full color logo printed on signage next to porta potties.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Food Truck Sponsor—\$1,000 (2 available)

- ◆ Full color logo printed on signage next to food trucks.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Games Sponsor—\$1,000 (2 available)

- ◆ Full color logo printed on signage next to games area.
- ◆ Full color logo included on website, tagged on Facebook, KJ insert, newsletter, & e-mail blasts.

Beer Sponsor—\$750 (unlimited)

- ◆ Company name signage at event.
- ◆ Company name listed on website, tagged on Facebook, KJ insert, newsletter, and select e-mail blasts.

Pint Sponsor—\$500 (unlimited)

- ◆ Company name listed on website, tagged on Facebook, KJ insert, newsletter, and select e-mail blasts.



KENNEBEC LEADERSHIP INSTITUTE

★ GOLF TOURNAMENT ★

Monday, September 9, 2024
Augusta Country Club, Augusta
10:00 a.m. Shotgun Start



The Chamber's annual Golf Tournament is designed to assist in the operation of the Kennebec Leadership Institute and raise money to grant scholarships to students for the course.

This event is a great way to support the education of future business leaders.

Presenting Sponsor—\$5,000 (1 available)

- ◆ Branding rights to "KLI Golf Tournament presented by."
- ◆ Invited to speak during the awards reception.
- ◆ Entry for a foursome into the tournament (\$600).
- ◆ Option to put items in each golf cart.
- ◆ Individual sign with logo on hole 1 (\$200).
- ◆ Invited to have a representative meet players at an assigned hole.
- ◆ Full page ad in the KVCC Newsletter (\$150).
- ◆ Full color logo included on website, tagged on Facebook, monthly insert in KJ, newsletter, and e-mail blasts.

Major Sponsor—\$2,500 (unlimited)

- ◆ Entry for a foursome into the tournament (\$600).
- ◆ Individual sign with logo on a hole (\$200).
- ◆ Full page ad in the KVCC Newsletter (\$150).
- ◆ Special thank you during awards reception.
- ◆ Full color logo included on website, tagged on Facebook, monthly insert in KJ, newsletter and e-mail blasts.

Platinum Sponsor—\$1,500 (unlimited)

- ◆ Entry for a twosome into the tournament (\$300).
- ◆ Individual sign with logo on a hole (\$200).
- ◆ Special thank you during awards reception.
- ◆ Full color logo included on website, tagged on Facebook, monthly insert in KJ, newsletter and e-mail blasts.

Air Cannon Sponsor—\$1,000 (1 available)

- ◆ Sign with logo included on Air Cannon hole (\$200).
- ◆ Invited to have a representative meet players at an assigned hole.
- ◆ Special thank you during awards reception.
- ◆ Full color logo included on website, tagged on Facebook, monthly insert in KJ, newsletter and e-mail blasts.

Exclusive Cart Sponsor—\$1,000 (1 available)

- ◆ Logo included on the front of EVERY golf cart!
- ◆ Able to put swag in all carts for players.
- ◆ Individual sign with logo on a hole (\$200).
- ◆ Special thank you during awards reception.
- ◆ Full color logo included on website, tagged on Facebook, monthly insert in KJ, newsletter and e-mail blasts.

Gold Sponsor—\$750 (unlimited)

- ◆ Sign with logo included on a hole (\$200).
- ◆ Company name listed on website, Facebook, monthly insert in KJ, newsletter and select e-mail blasts.

Hole Sponsor—\$200 (unlimited)

- ◆ Sign with logo included on a hole (\$200).
- ◆ Company name listed on website, Facebook, monthly insert in KJ, newsletter and select e-mail blasts.

Green Sponsor—\$200 (unlimited)

- ◆ Sign with logo included on the green (\$200).
- ◆ Company name listed on website, Facebook, monthly insert in KJ, newsletter and select e-mail blasts.





Augusta- October, 2024

The Kennebec Valley Chamber of Commerce partners with the Cony School Department to transport 7th graders on a day-long tour of different Chamber member businesses to expose the students to all the great opportunities that are right HERE in the Kennebec Valley!



GOALS & TAKEAWAYS

We will expose the students to a variety of jobs and workplaces.

Students will learn about educational opportunities to train for these jobs, hear the stories from people in these jobs

Students will learn about the importance of "soft skills" such as showing up on time, working as a team member, and positive attitudes.

This will become an annual event for 7th graders and become a valuable part of their education and curriculum.

This will eventually benefit area businesses and our economy by developing our future workforce.

This model can and will be replicated by other Chambers in Maine and perhaps other states.

Presenting Sponsorship (1 available): \$5,000

Benefits:

- Branding rights to "2023 7th UP Biz Tour presented by".
- Welcome group prior to presentations.
- Logo on t-shirts and signage at event.
- Materials of choice distributed to students.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Backpack Sponsorship (1 available): \$1,500

Benefits:

- Provide branded drawstring backpacks given to students.
- Opportunity to place a branded item in the bags distributed to students.
- Signage at event.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Name Tag Sponsorship (1 available): \$1,250

Benefits:

- Provide company branded lanyards for name tags given to every student and teacher.
- Opportunity to place a branded item in the bags distributed to students.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Bus Sponsorship (4 available): \$1,000

Benefits:

- Opportunity to place a branded item in the bags distributed to students.
- Company logo displayed in window of bus.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Class Sponsorship (8 available): \$1,000

Benefits:

- Opportunity to place a branded item in the bags distributed to students.
- Signage at event.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.



Gardiner- October, 2024

The Kennebec Valley Chamber of Commerce partners with the Gardiner School Department to transport 7th graders on a day-long tour of different Chamber member businesses to expose the students to all the great opportunities that are right HERE in the Kennebec Valley!



GOALS & TAKEAWAYS

We will expose the students to a variety of jobs and workplaces.

Students will learn about educational opportunities to train for these jobs, hear the stories from people in these jobs

Students will learn about the importance of "soft skills" such as showing up on time, working as a team member, and positive attitudes.

This will become an annual event for 7th graders and become a valuable part of their education and curriculum.

This will eventually benefit area businesses and our economy by developing our future workforce.

This model can and will be replicated by other Chambers in Maine and perhaps other states.

Presenting Sponsorship (1 available): \$5,000

Benefits:

- Branding rights to "2023 7th UP Biz Tour presented by".
- Welcome group prior to presentations.
- Logo on t-shirts and signage at event.
- Materials of choice distributed to students.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Backpack Sponsorship (1 available): \$1,500

Benefits:

- Provide branded drawstring backpacks given to students.
- Opportunity to place a branded item in the bags distributed to students.
- Signage at event.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Name Tag Sponsorship (1 available): \$1,250

Benefits:

- Provide company branded lanyards for name tags given to every student and teacher.
- Opportunity to place a branded item in the bags distributed to students.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Bus Sponsorship (4 available): \$1,000

Benefits:

- Opportunity to place a branded item in the bags distributed to students.
- Company logo displayed in window of bus.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.

Class Sponsorship (8 available): \$1,000

Benefits:

- Opportunity to place a branded item in the bags distributed to students.
- Signage at event.
- Full color logo included on website, monthly newsletter, e-mail blasts, and tagged on Facebook.



Monthly & Quarterly Programming

The Chamber offers a diverse programming of events. Each of the below are **annual sponsorships**. These events are a great way to constantly stay in front of all our members throughout the year.

Women's Network Luncheon

Summary: Features female speakers focusing on their stories, successes, struggles, and lessons learned throughout their careers.

Runs: Monthly (1 year sponsorship)

Time: 11:30-1:00

Sponsorships: Major (2) \$5,000.

Sold

Women's Network

CONNECT. LEARN. EMPOWER.

Includes:

- Logo on all promotional material including website, newsletter, emails, social media, etc.
- Invitation to display pop-up-banner at every event.
- Mention by emcee at event.
- Ability to have a table at each event.

Chamber Connection

Summary: Chamber Connections is a quarterly series that focuses on the political environment within the State Capitol and highlights leadership journeys in the Kennebec Valley. Each program is designed to be a non-partisan, informational presentation that addresses topics that directly and indirectly affect Chamber members. The goal of Chamber Connections is to inform and educate members while encouraging their participation in the political process.

Runs: Quarterly (1 year sponsorship)

Time: 8:00-9:30

Sponsorships: Major (2) \$5,000.

CHAMBER CONNECTION

Includes:

- Logo on all promotional material including website, newsletter, emails, social media, etc.
- Logo included on introduction slide prior to presentation.
- Opportunity to display pop up banner at event and speak prior to presentation.

Business After Hours

Summary: Join us at our latest casual networking event!

Runs: Monthly (1 year sponsorship)

Time: 5:00-7:00

Sponsorships: Major (2) \$5,000.

Sold

BUSINESS after HOURS

Includes:

- Logo on all promotional material including website, newsletter, emails, social media, etc.
- Invitation to display pop-up-banner at every event.
- Mention by emcee at event.
- Ability to have a table at each event.



Other Ways to Get Involved

*Our fastest growing programs have a whole lot to offer! These **annual sponsorships** usually sell out fast! These are a great way to get your name in front of a large audience.*

Cynergy

Summary: Cynergy, the Chamber's new professional division, provides ways to network, contribute and grow through a series of programming designed to appeal to every member of the Kennebec Valley region.

Runs: Monthly (1 year sponsorship)

Programing: Sports, Panels, Volunteering, Trivia, Education

Sponsorships: Major (2) \$2,500

Includes: Signage at all Cynergy events with your logo.

Logo included in all Cynergy emails and ads.

Logo on homepage of www.cynergymaine.com.

Included in all Facebook posts promoting Cynergy.



Kennebec Leadership Institute

Summary: This interactive and intensive leadership training program is for individuals of all ages who want to increase their leadership skills to grow in their careers.

Runs: September-December (weekly)

Attendance: Application and acceptance is required

Sponsorships: Major (4) \$5,000.

Includes: Logo included on website, all promotional emails, ads, and newsletter mentions about KLI.

Included in all Facebook posts promoting KLI.

Invited to include company literature at Program Kickoff.

Invited to have banner at KLI Graduation.



Ribbon Cuttings

Summary: Celebrating new, relocated or expanding businesses throughout the Kennebec Valley!

Runs: Year Round (1 year sponsorship)

Sponsorships: Major (2) \$2,500.

Includes: Logo included on website and in promotion of events on social media.

Ability to have pop-up booth at events.

Invitation to have representatives of company at all Ribbon Cutting ceremonies.



Kv Chamber of Commerce
Start Your Business Off On The Right Foot



Other Ways to Get Involved

*The Chamber offers alternative ways to get involved! Below are some of our publications and programs that are available to **sponsor annually**. These are a great way to get your company name in front of a very niche audience.*

Insider Newsletter

Summary: Our monthly e-newsletter is designed to keep readers up-to-date on all areas of business and community.

Runs: Monthly (1 year sponsorship)

Channels: Email, website

Subscribers: 600+

Sponsorships: Minor (\$1,200)

Includes: Medium ad included in 11 newsletters (can be changed).

Large ad included in 1 newsletter.

Logo included at the top of each newsletter and on website.



Small Business Resource Team

Summary: Offers free workshops and seminars to members and the community that focus on small businesses and their needs.

Runs: Year Round (1 year sponsorship)

Time: 10:00-11:00 **1 available**

Sponsorships: Major (~~2~~) \$1,500.

Includes: Logo on all promotional material including website, newsletter, emails, social media, etc.



New Members

Summary: Social media and newsletter promotion of every new member when they join the KV Chamber.

Runs: Year Round (1 year sponsorship)

Sponsorships: Major (~~2~~) \$2,500. **1 available**

Includes: Logo on all promotional material including website membership application page, new member section of newsletter and social media new member posts with tag.





Monthly Programming Sponsor

Cynergy is the KV Chamber's new professional division providing ways to network, contribute and grow through a series of programming designed to appeal to every member of the Kennebec Valley region.

Program Sponsor—\$2,500 (1 year - 2 available)

- ◆ Signage at all Cynergy events with your logo (provided by company).
- ◆ Invitation to speak at all Cynergy events.
- ◆ Invitation to have a table or booth for your company at all events and/or a table to promote your products and services.
- ◆ Company logo on all Cynergy events.
- ◆ Company logo on all Cynergy emails.
- ◆ Company logo on the homepage of www.cynergymaine.com.
- ◆ Logo included and company tagged in various social media posts promoting Cynergy.

Event Sponsors

Trivia Sponsor—\$1,000 (1 year - 2 available)

- ◆ Company mention at all trivia events (6).
- ◆ Invitation to provide swag for attendees.
- ◆ Company tag on various social media posts promoting trivia.

Behind the Scenes Sponsor—\$1,000 (1 year - 2 available)

- ◆ Company mention at all Behind the Scenes events (6).
- ◆ Invitation to provide swag for attendees.
- ◆ Company tag on various social media posts promoting Behind the Scenes.

Dodgeball Sponsor—\$250 (annual event - unlimited)

- ◆ Company logo featured on the back of t-shirts.
- ◆ Company tag on various social media posts promoting dodgeball.

Bowling Sponsor—\$500 (annual event - 4 available)

- ◆ Company mention at Bowling event.
- ◆ Company tag on various social media posts promoting bowling.

