

SPONSORSHIP OPPORTUNITIES



OUR MISSION

The Skowhegan Outdoors AmeriCorps Program connects people to the outdoors through inclusive recreation programs that promote health, stewardship, and community vitality.

Our programs strengthen individual well-being while supporting economic activity, environmental awareness, and long-term community resilience.

SPONSORSHIP BENEFITS

When you sponsor Skowhegan Outdoors, you are investing in people, place, and possibility—helping build a healthier community, a stronger outdoor culture, and a more vibrant region.

- *Visible Community Impact*
- *Align Your Brand with Health & Wellbeing*
- *Targeted Outdoor Enthusiasts*
- *Local Economic Support*
- *Custom Partnership Opportunities*

SKOWHEGAN OUTDOORS IS A PROGRAM OF MAIN STREET SKOWHEGAN



SKOWHEGAN OUTDOORS: Rooted in Community, Open to Everyone

At Skowhegan Outdoors, our work is grounded in the belief that access to the outdoors should never be limited by cost, experience, or equipment. Through our Basecamp Gear Library and robust schedule of free programs, we remove barriers and create welcoming entry points for people to connect with nature and with one another.

These initiatives are central to how we serve the Skowhegan community and strengthen our region's outdoor culture.

Basecamp Gear Library: Access Without Barriers

The Basecamp Gear Library is a free outdoor equipment lending program designed to ensure that anyone who wants to get outside has the tools they need to do so safely and confidently.

From cross-country skis and snowshoes to watercrafts and camping essentials, the Basecamp Gear Library allows community members to try new activities, build skills, and enjoy Maine's outdoors without the financial burden of purchasing equipment.

By sharing gear, we:

- **Lower the cost** of entry to outdoor recreation
- **Support families**, students, and participants
- **Encourage confidence** in outdoor activities
- **Promote sustainability** through shared resources

The Basecamp Gear Library is more than equipment—it is an invitation to participate, explore, and belong.

Low & No-Cost Programs That Build Connection

In addition to gear access, Skowhegan Outdoors offers a wide range of free, professionally led outdoor programs throughout the year. These programs are intentionally designed to be inclusive, approachable, and community-focused.

Our offerings include guided outings, skill-building sessions, introductory clinics, and seasonal adventures that welcome participants of all ages and experience levels.

These programs:

- **Foster** physical and mental well-being
- **Create** social connections and reduce isolation
- **Introduce** new outdoor skills in a supportive environment
- **Strengthen** appreciation for local natural resources



Our full schedule of upcoming programs:



SPONSORSHIP OPPORTUNITIES

BLACK DIAMOND SPONSORS

◆◆ Partner Sponsor*

What you make possible:

Year-round, professionally led outdoor programs and community trainings that advance health, environmental stewardship, and local economic vitality. Sponsorship expands access to gear, instruction, and leadership development opportunities for people of all ages, creating clear pathways for participation and growth.

Exclusive Benefits:

- Logo presented with top billing on all promotional materials and websites
- Co-Branding opportunity for the Summer Learning Series, such as "Skowhegan Outdoors Summer Learning Series, brought to you by [Sponsor Name]"
- Logo on Skowhegan Outdoors donorwall
- Logo displayed on program calendar as "presenting sponsor"
- Large logo on Basecamp Gear Library rotating TV promotion
- Opportunity to display promotional materials at Basecamp Gear Library
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 10 exclusive posts on each

Black Diamond Sponsorship Benefits:

- Logo on all Skowhegan Outdoors printed promotional materials
- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Included in all press releases regarding completed community trainings
- Opportunity to attend and speak at all post-training celebrations and/or graduation ceremonies
- Large logo in promotional video in rotation in community hub at Basecamp Gear Library

* 1 available. First right of refusal to last year's sponsor

\$3,000

◆ Supporting Sponsor

What you make possible:

A custom Skowhegan Outdoors "Elevate" experience for your team while helping expand community trainings and outdoor programs that build skills, confidence, and local leadership.

Benefits:

- Discount on Skowhegan Outdoors Business Retreat package (10-25 participants)
- Logo on Skowhegan Outdoors donorwall
- Opportunity to display promotional materials at Basecamp Gear Library
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 8 exclusive posts on each
 - Included in posts thanking sponsor after each training



\$2,500

BLUE SQUARE SPONSORS

Youth Programs Presenting Sponsor

What you make possible:

This sponsorship helps provide essential outdoor gear, hands-on instruction, nutritious lunches, and other program resources that make it possible for young people to fully engage in year-round learning, recreation, and outdoor experiences.

Exclusive Benefits:

- Logo on Skowhegan Outdoors printed promotional materials
- Logo on Skowhegan Outdoors donorwall
- Opportunity to display promotional materials at Basecamp Gear Library
- Outdoor program sponsorship (for one calendar year; seasonal activity promotion)
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 10 exclusive posts on each

Blue Square Sponsorship Benefits:

- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Logo in promotional video in rotation in community hub at Basecamp Gear Library

\$1,000

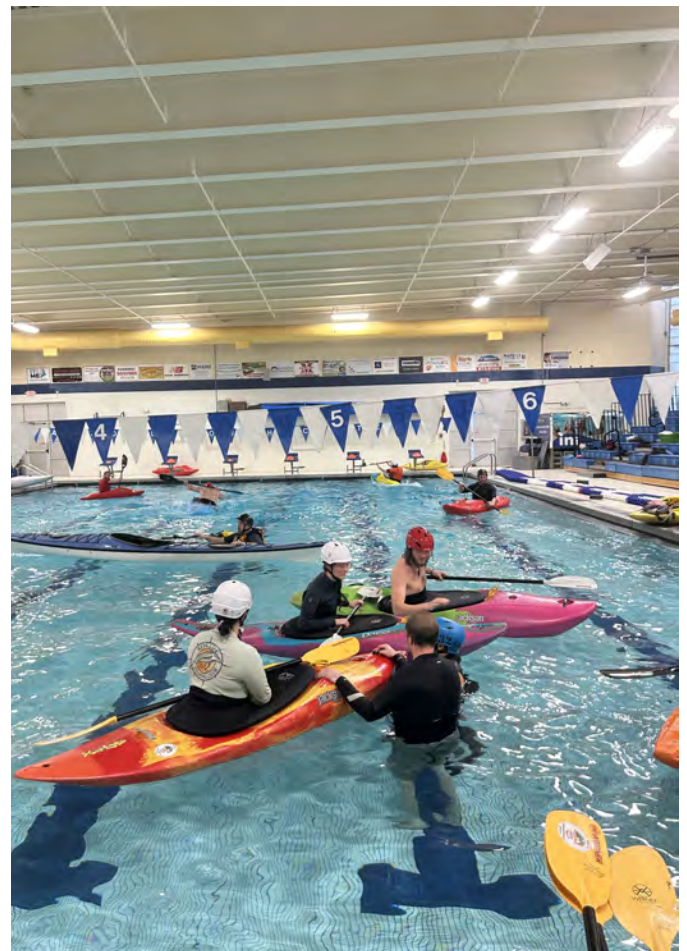
Youth Programs Supporting Sponsor

What you make possible:

Sponsorship supports access to activities like mountain biking, paddling, and fishing by helping cover the costs of equipment, program supplies, and hands-on experiences.

Benefits:

- Logo on Skowhegan Outdoors donorwall
- Logo featured on four outdoor program videos (reels) and tagged in social media posts promoting video
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 5 exclusive posts on each



\$750

GREEN CIRCLE SPONSORS

● Gear Sponsors

What you make possible:

A well-stocked and maintained Basecamp Gear Library that's accessible, so cost is never a barrier to getting outside.

Benefits:

- Logo on Skowhegan Outdoors donorwall
- Optional branded (logo) sticker displayed on applicable gear
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 7 posts on each

Green Circle Sponsorship Benefits:

- Logo (linked) on Skowhegan Outdoors website
- Logo linked in monthly email newsletters
- Listed in promotional video in rotation in community hub at Basecamp Gear Library

\$500

● Adventure Sport Sponsors

Opportunity to co-brand an introductory skills clinic series in a program area of your choice, such as paddling, mountain biking, hiking, fishing, or camping. Example: Intro to Whitewater Kayaking, presented by [Sponsor Name].

Benefits:

- Logo on Skowhegan Outdoors donorwall
- Thank-you letter from a youth participant
- Opportunity to join an Elevate program with Skowhegan Outdoors
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 3 posts on each

\$250

● Send-A-Kid-to-Camp Sponsor

What you make possible:

The chance for a young person to enjoy a summer filled with adventure, friendship, and healthy outdoor activity. A meaningful summer experience in a safe and supportive environment.

Benefits:

- Thank-you letter from a youth participant
- Social media promotion (Facebook/Instagram - 3.5K followers)
 - 1 posts on each

SPONSORSHIP OPPORTUNITIES