



# 2022

## NEW YEAR'S AUBURN

We invite you to partner with the City of Auburn on the biggest & best New Year's celebration in Maine: **New Year's Auburn.**

### **Presenting Sponsor/Champagne sponsor \$12,500** [one available]

Name & logo included on all advertisements & website: "New Year's Auburn, presented by XYZ"

Mezzanine signage at **Norway Savings Bank Arena** for 12 months

Over 200 TV spots

500,000 online impressions

Over 15 social media posts - estimated reach 20,000

Night of event spotlight



### **Center Stage sponsor \$5,000** [one available]

Logo included on all TV and print advertisements as well as event website

Banner on each side of stage

Mezzanine signage at **Norway Savings Bank Arena** for 12 months

Over 200 TV spots

500,000 online impressions

Over 15 social media posts - estimated reach 20,000

### **Life of the Party sponsor \$3,000** [one available]

Banners at beer and food pavilions

Logo included on all TV and print advertisements as well as event website

Beer and food shout outs on social and night of event

### **Celebrate Auburn \$1,000 sponsors** [five available]

Logos on street and event banners as well as event website

Mention on social media

Night of show call-outs



Partnership opportunities are limited. Contact us today. [JLevesque@auburnmaine.gov](mailto:JLevesque@auburnmaine.gov)