



Wayfinder Schools' Sponsorship
Opportunities 2024

Thank you for your support!



Each year, Wayfinder Schools holds a variety of events to support Maine youth who need a second chance at high school graduation. These events help ensure we are able to meet our mission: to provide students the experience necessary to discover their strengths and skills, connect with their families, practice personal responsibility, contribute to their communities, and earn a high school diploma. Your support makes all the difference. Generous event sponsorships have helped us produce successful auctions, author events, golf tournaments, dance parties, dance shows, dinner parties, fashion shows, wine tastings, variety shows, moth-style live story telling events and virtual races. Our events have reached thousands of supporters from Maine, New England, and beyond, promoting local business sponsors all along the way. We are excited to share with you our 2024 sponsorship opportunities and hope that you will consider joining in the fun this school year.

What to Expect for 2024



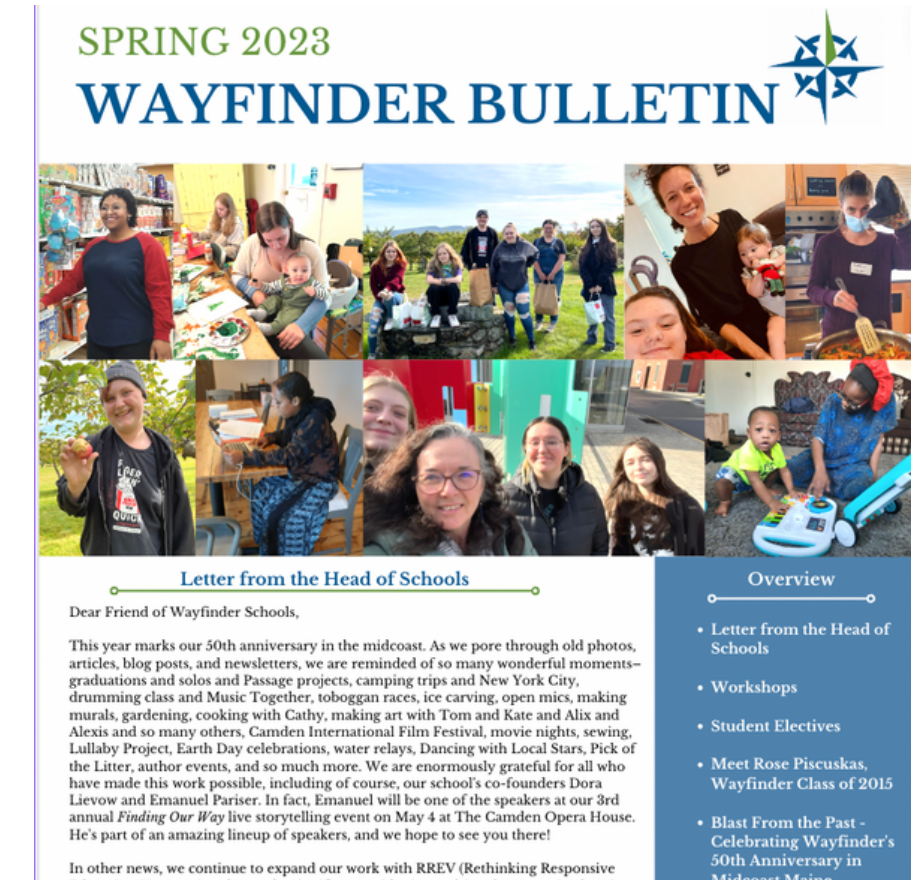
4th Annual Great Escape Auction



4th Annual Finding Our Way, Moth-Style Storytelling



Wayfinder Schools' Author Event



Sponsor the Wayfinder Bulletin and/or purchase ad space for live event programs

Great Escape Auction

We're thrilled to bring back The Great Escape Auction, in which participants have the opportunity to bid on great escape travel packages - just in time for the holidays!

The auction takes place online, and features Maine great escape packages and experiences.

Whether you're looking for an outdoor Maine adventure, a romantic getaway, family excursion, or a friends' night out, The Great Escape has something for you!

Sponsors will be featured on the Great Escape Auction site and in all other formats as outlined in the following pages.

Finding Our Way

Our 3rd annual Finding Our Way was a huge success, and we can't wait for our live audience to join us at the Camden Opera House on May 2nd, 2024. Local Maine celebrities and Wayfinder graduates told poignant, funny, heartfelt and deeply moving stories that stayed with us long after the show. We laughed, we cried, and then we celebrated at Lucky Betty's with our speakers, board, staff and sponsors. The feedback from attendees and the local press was above and beyond what we could have hoped for. We can't wait to welcome everyone again!

Sponsors will be featured in the live program, marketing materials, and online promotions of Finding Our Way.

Author Event

Over the years, we've held more than a dozen author events hosted by Pulitzer Prize-winning author Richard Russo. These events have been held in Camden, Rockport, Lincolnville, and Portland and have featured best-selling and award-winning authors Anthony Doerr, Andre Dubus III, Tess Gerritson, Linda Greenlaw, Dennis Lehane, Claire Messud, Ann Patchett, Bill Roorbach, Anita Shreeve, Elizabeth Strout, Amor Towles, Scott Turow, and Monica Wood. How lucky we are to have had so many authors join us over the years, and to have had Richard and Barbara Russo leading the way!

Stay tuned for news about the launch of our new series and be sure to join us for an evening of literary delights!

Sponsors will be recognized in all digital and print materials, and receive complimentary tickets to the event.



Wayfinder Bulletin

We are pleased to offer this unique sponsorship again this year. This opportunity puts your name in front of donors while supporting student voices and the work of Wayfinder Schools.

We will release two Wayfinder Bulletins each school year (fall and spring), which will be mailed to donors, shared on social media and posted on our website. You can get involved by becoming the presenting sponsor of one or both publications, including a section to promote your company and the work that you do.

You can view past Wayfinder Bulletins on our website at www.wayfinderschools.org/news



Our Reach

- Wayfinder has active Facebook, Instagram and LinkedIn social media channels
- Donors receive monthly e-news to their inbox promoting school activities and events
- Donors receive print mailings to their homes 2-3 times each school year
- Each event is promoted heavily in local and statewide media, including Down East magazine
- Donors and event audiences range from 18-65+ and represent the entire state of Maine, and even as far south as Florida and as far west as California

Sponsorship Levels

PLATINUM SPONSOR - \$3,500

- Premier display of business logo at all live events/online events and in promotional materials, including social media, website, and e-newsletter
- Recognition from the podium at live events
- Logo and full page ad included in live event programs
- Feature interview in Wayfinder Bulletin
- Posting of company promo video or commercial on Wayfinder's website and social media during the month leading up to each event
- Table display space in event registration area at live events
- 8 tickets/registrations to live events

GOLD SPONSOR - \$2,500

- Business logo displayed prominently at all live events/online events and in promotional materials, including social media, website, and e-newsletter
- Recognition from the podium at live events
- Logo and half page ad included in live event programs
- Half page ad featured in Wayfinder Bulletin
- 6 tickets/registrations to live events

SILVER SPONSOR - \$1,500

- Business logo displayed at all live events/online events and in promotional materials, including social media, website, and e-newsletter
- Recognition from the podium at live events
- Business logo and ¼ page ad included in live event programs
- Logo and quarter page ad featured in Wayfinder Bulletin
- 4 tickets/registrations to live events

Sponsorship Levels (cont.)

BRONZE SPONSOR - \$750

- Business logo displayed at all live events/online events and in promotional materials, including social media, website, and e-newsletter
- Logo and 1/4 page ad included in live event programs
- 2 tickets/registrations to live events

BUSINESS FRIEND - \$500

- Business logo displayed at all live events/online events and in promotional materials, including social media, website, and e-newsletter
- Logo included in live event programs
- 2 tickets/registrations to live events

HOST COMMITTEE - \$350/\$500

Host Committee \$350 -

Individual(s) name displayed in the promotional materials and program (if applicable) and two ticket for one event of their choosing.

Host Committee \$500 -

Individual(s) name displayed in all promotional materials and programs (if applicable) for all Wayfinder events, as well as two tickets/registrations to live events.

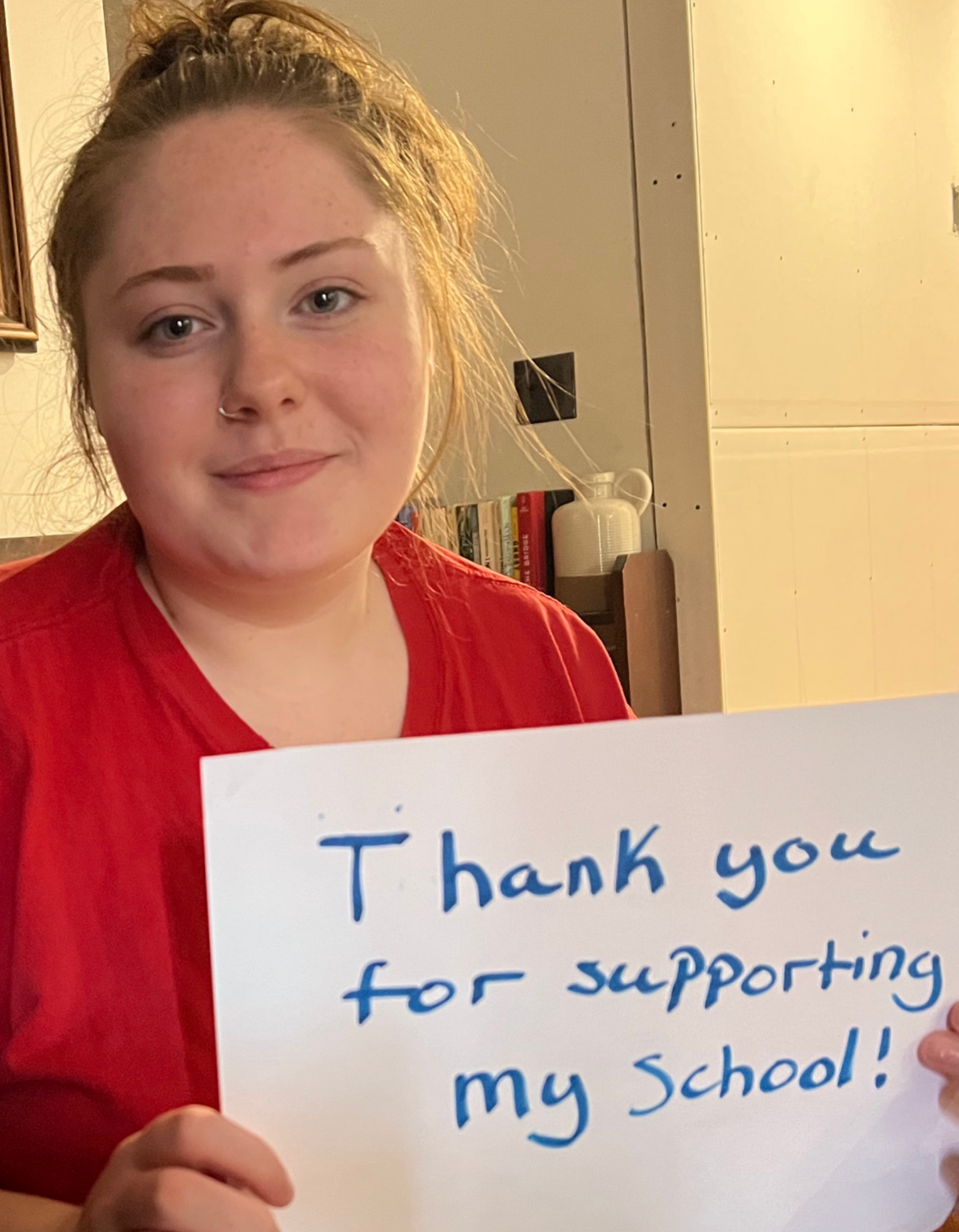
Specialty Sponsorship/Advertisement

WAYFINDER BULLETIN SPONSOR - \$500

- Business name and logo featured on front page of one Wayfinder Bulletin
- Half page dedicated to promotion of business and their work

LIVE EVENT PROGRAM ADS

- Full page ad - \$300
- Half page ad - \$150
- Quarter page ad - \$75



Thank you!



Thank you for taking the time to look over our sponsorship opportunities for 2024. We appreciate your support as we continue to help Maine youth reach their graduation goals, and we hope to hear from you soon!

Please feel free to reach out to our Development team at any time, or send us a general inquiry at info@wayfinderschools.org:

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www.wayfinderschools.org