



We invite your company to join our efforts
and become a sponsor of

MS Harborfest

August 15-17, 2014

For over 30 years, the MS Harborfest has attracted hundreds of participants, volunteers and spectators who come together to cumulatively raise over \$2 million to help end the devastating effects of multiple sclerosis. Because of their continued dedication, the MS Harborfest remains the largest charity sailing event in New England and a highly anticipated annual event on the Portland Waterfront. The MS Harborfest is a weekend-long event of waterfront activities including sailboat and tugboat parades, a charity auction, tugboat muster, lobster boat racing, and post-event parties and award ceremonies.

The MS Harborfest is a unique maritime festival, one that has proven to draw businesses, donors and sailors together in an exciting, competitive, visible way.

MS Harborfest Events

Friday, 8/15

MS Benefit Auction

Saturday, 8/16

MS Regatta

Sunday, 8/17

MS Lobster Boat Races

MS Tugboat Muster

Sponsorship Levels

MS Harborfest Presenting Sponsor	\$10,000
Captain Sponsor	\$5,000
Harbormaster Sponsor	\$2,500
Yeoman Sponsor	\$1,500
Sailboat Sponsor (<i>Regatta</i>)	\$500

MS Harborfest Weekend Presenting Sponsor \$10,000

- ◇ Company logo or name as Presenting Sponsor on all marketing collateral, t-shirts, and advertising
- ◇ Full page ad in Benefit Auction Booklet
- ◇ Company provided banner displayed in prominent location at sponsored event location
- ◇ A sailboat will display sponsor provided banner during Parade of Sail in Portland Harbor
- ◇ 10 guest passes to Friday evening MS Benefit Auction
- ◇ 10 guest passes to a BBQ celebration
- ◇ Logo placement and link on the MS Society MS Harborfest webpage
- ◇ Opportunity to distribute promotional materials at sponsored event
- ◇ Opportunity for representatives to be on a VIP power boat during the MS Regatta
- ◇ Opportunity for representatives to be on a lobster boat or tugboat during Sunday races



Partnering with the National MS Society is not only a good community investment, it is a good business investment.

- ◇ Align yourself with a well-respected 501(c)(3) organization with a broad base of devoted consumers.
- ◇ Create awareness for your corporate identity, and portray a positive image to your current stakeholders and a new audience of potential employees and consumers.
- ◇ Provide a great opportunity for employee involvement, whether it is team building in a group volunteer experience or training for an MS event.
- ◇ Year-round promotional opportunities for your company and product.

Choose a specific event to sponsor:

MS Benefit Auction, MS Regatta, MS Lobster Boat Race, MS Tugboat Muster

CAPTAIN Sponsor

\$5,000

- ◇ Premier placement of company logo on all posters, t-shirts, programs, and advertising
- ◇ Full page ad in Benefit Auction Booklet
- ◇ Company provided banner displayed in prominent location at sponsored event
- ◇ 8 guest passes to Friday evening MS Benefit Auction and Sponsors Reception
- ◇ 8 guest passes to sponsored BBQ celebration
- ◇ Logo placement and link on the MS Society MS Harborfest webpage
- ◇ Opportunity to distribute promotional materials at sponsored event
- ◇ Opportunity for 2 representatives to be on the sponsored event vessel

HARBORMASTER Sponsor

\$2,500

- ◇ Company name on event t-shirts
- ◇ Half page ad in Benefit Auction Booklet
- ◇ Company provided banner displayed in prominent location at sponsored event
- ◇ 6 guest passes to Friday evening MS Benefit Auction and Sponsors Reception
- ◇ 6 guest passes to sponsored BBQ celebration
- ◇ Company name and link on the MS Society MS Harborfest webpage
- ◇ Opportunity to distribute promotional materials at sponsored event

YEOMAN Sponsor

\$1,500

- ◇ Company name on t-shirts, programs
- ◇ Quarter page ad in Benefit Auction Booklet
- ◇ 4 guest passes to Friday evening MS Benefit Auction and Sponsors Reception
- ◇ 4 guest passes to sponsored BBQ celebration
- ◇ Company name and link on the MS Society MS Harborfest webpage

SAILBOAT Sponsor

\$500

- ◇ Listing in MS Regatta race materials and the MS Harborfest website
- ◇ Display your banner on your sponsored sailboat during the Parade of Sail before the race
- ◇ 2 passes to MS Harborfest Benefit Auction
- ◇ 2 guest passes to the MS Regatta Post Race Lobster and BBQ Celebration
- ◇ Acknowledgement in post-MS Regatta advertisement and 2014 promotional materials

