









SPONSORSHIP OPPORTUNITIES

2025-2026

SCARBOROUGH community services

207-730-4150

www.scarboroughmaine.org

418 Payne Road, Scarborough

WHO WE ARE



MISSION

To enhance the quality of life for all residents by promoting a community centered environment through properly maintained public spaces and engaging recreation opportunities.

BY THE NUMBERS

24,010

RESIDENTS IN SCARBOROUGH*

17,432+

BROCHURES DELIVERED ANNUALLY

4,358

ACTIVE RECREATION HOUSEHOLDS

3,000

COMMUNITY SERVICES FACEBOOK FOLLOWERS

19

COMMUNITY EVENTS IN 2024-2025

* POP. ESTIMATES BASE FROM U.S. CENSUS

SPONSORSHIP BENEFITS

Thank you for considering an investment in Scarborough Community Services' special events and programs! One of our much-loved roles is bringing the "magic" into our programming and events, and we believe that together, we can create something truly special. With our diverse range of sponsorship formats, we offer unique opportunities for your company to showcase its commitment to the community as well as the preservation of Scarborough's vast array of special events.

Why Sponsor?

- *Make a lasting impact in the Scarborough community.*
- *Help provide great programs & events for all ages.*
- *Promote your business in front of 1,000's of people.*
- *Connect with your audience face-to-face.*
- *Gain greater recognition & goodwill in Scarborough.*
- *Give back to the community you call home!*











SPONSORSHIP GUIDE

This Sponsorship Guide outlines a variety of options for your company to extend its brand and engage with the community and its neighbors.

Signature Events

Drawing our largest crowds, from residents to non-residents, these well-established annual events provide free recreation and entertainment to the community.

Community Events

Offered at select times and locations throughout the year, these events typically connect to a theme or season and draw in primarily Scarborough households.

Recreation Programs

Through a variety of outlets, youth enjoy participating in impactful recreation and lifelong-learning programs.

In-Kind Opportunities

Scarborough Community Services has opportunities for businesses to donate products or their time towards helping us create, organize, run, or enhance events or programs throughout the year.

Future Expansion

Our department is always looking for new and exciting opportunities to bring the community together. This icon indicates events that may be possible in the near future.

Scarborough Community Services may consider in-kind donations and customized packages for any level of sponsorship. The deadline for sponsorships is ***TWO (2) months prior*** *to each event date.*

CONTACT

Nicole Hall
Deputy Director
nhall@scarboroughmaine.org
(207) 730-4158

SPONSORSHIP LEVELS

Symbols below are used to indicate the primary sponsorship level for each event or program throughout this brochure. All programs and events can also accept Donor and Supporter level donations simultaneously.

SPONSOR BENEFITS	D **DONOR** $100-$299	B **BRONZE** $300-$749	S **SILVER** $750-$1,499	G **GOLD** $1,500-$1,999	P **PLATINUM** $2,000-$2,999	P+ **PLATINUM+** $3,000-$5,000
Brochure recognition (distributed quarterly)	NAME (1) BROCHURE	LOGO (1) BROCHURE	LOGO (2) BROCHURES	LOGO (4) BROCHURES	LOGO (4) BROCHURES	LOGO (4) BROCHURES
Cable access channel recognition				●	●	●
Name in local paper ad/article (when possible)				●	●	●
Logo on event/program promotional material			●	●	●	●
Logo on event sponsor banner *(at all events)*			●	●	●	●
Personal banner at YOUR sponsored event/program				●	●	●
Logo with hyperlink on SCS website		●	●	●	●	●
Thank-you post on SCS Facebook page	GROUP	GROUP	GROUP	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE
Dedicated spotlight post on social media pages				●	●	●
Offering or info table at YOUR sponsored event				●	●	●
Offering or info table at Summerfest (largest event)					●	●
Name announced at event(s)	YOUR EVENT	YOUR EVENT	YOUR EVENT	ALL EVENTS	ALL EVENTS	ALL EVENTS

Supporters: *Those who donate under $100 in value (money, items, or time given) will be honored in an announcement during the sponsored event and in event print materials.*

Fall Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program.
All programs and events can also accept Donor and Supporter level donations simultaneously.

SCARBOROUGH HARBORFEST (B) (S) (G) (P) (P+)

This future special event aims to shine a light on the heart of our coastal community – our people, our traditions, and the industries that keep our harbor thriving. Come enjoy hands-on exhibits, local seafood, family-friendly activities, and a true showcase of what we love and are proud of in our community. Let's celebrate the spirit of our waterfront—past, present, and future!

OCTOBER 2026 | DATE AND TIME TBD | PINE POINT CO-OP AND BEACH

PUMPKIN CARVING NIGHT (S)

Get into the spooky spirit at our Pumpkin Carving Night! Bring your family and friends for an evening of festive fun — perfect for all ages. We'll provide the pumpkins, carving tools, decorating supplies, and plenty of treats and beverages to enjoy. You bring the creativity — and we'll handle the mess! Everyone leaves with their very own pumpkin masterpiece to take home and show off.

OCT 24, 2025 | 6:00-8:00 PM | SCS HUB | EST. ATTENDANCE: 250+

LETTERS TO SANTA (B)

Since 2020, Scarborough Community Services has delighted in spreading holiday cheer by playing Santa to children in our community and beyond. Families can fill out and send in special forms to reach the North Pole, and every child receives a personalized letter back from the jolly old elf himself! *Sponsors can help keep the magic alive by joining our elf-exclusive letter-bundling event — a fun and festive way to give back this holiday season. In-kind sponsorships are welcome.*

DEC 12, 2025 | 2:00-3:00 PM | SCS HUB | EST. REACH: 650+







DEADLINE FOR FALL SPONSORSHIPS JULY 15

Winter Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program.
All programs and events can also accept Donor and Supporter level donations simultaneously.

SPARKLE IN THE PARK! (B) (S) (G) (P) (P+)

All the fun of Santa in the Park, just a newly refreshed name! Ring in the start of the holiday season with St. Nick and friends! All activities are based out of Memorial Park and include a fireworks show, live tree lighting, caroling, visits with Santa and Mrs. Claus, tractor rides to and from the park, fire pits to warm up to, festive treats to enjoy. *This event has multiple sponsorship options and provides a variety of volunteer options for sponsors and their staff. In-kind sponsorships welcomed.*

DEC 6, 2025 | 5:00-7:00 PM | MEMORIAL PARK | EST. ATTENDANCE: 1,200+

GINGERBREAD HOUSE NIGHT (G)

Gather the family and get creative by decorating a gingerbread house for the holidays! Extra decorating supplies, music, games, crafts, and snacks are all included. *It's a perfect event for local "home" businesses — like real estate, insurance, or construction — to join the fun and help spread some sweet holiday spirit!*

DEC 19, 2025 | 6:30-8:00 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 250+

FAMILY TRIVIA NIGHT (G)

Put your thinking caps on and get ready for a night of laughs, learning, and friendly competition! Gather your best team of 2–6 players and join us for Family Trivia Night. Questions span all ages and topics, with fun formats and interactive play using a provided tablet — no pen and paper needed! Enjoy pizza, drinks, and desserts while you put your brainpower to the test. Prize packages await the top three teams! *In-kind sponsorships welcomed.*

FEB 6, 2026 | 6:30-8:30 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 200+

WINTER WARMUP (G)

Feeling cooped up this winter? Shake off the cabin fever and join Community Services at The Hub for a day full of fun, games, and laughter! Enjoy free play, crafts, a winter-themed movie, and more. What a way to beat the winter blues!

FEB 2027 | DATE AND TIME TBD | SCS HUB

DEADLINE FOR WINTER SPONSORSHIPS OCTOBER 15

Spring Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program.
All programs and events can also accept Donor and Supporter level donations simultaneously.

PARK HOP EGG HUNT (B)

Get outside and explore Scarborough this spring! We've hidden large, brightly painted eggs throughout our town's parks, trails, and beaches, and it's your mission to find them all. Turn in your completed map for a chance to win one of six exciting prize baskets! It's a great way to enjoy the season, discover local spots, and make memories together. *In-kind sponsorships welcomed.*

MAR 2026 | ALL MONTH LONG | VARIOUS PARKS AND TRAILS | EST. REACH: 150+

BUNNY BREAKFAST (S)

Celebrate spring with a family favorite! Enjoy a hot breakfast of pancakes, sausage, hash browns, fruit, and beverages, then take time to visit and snap photos with the Easter Bunny. Local businesses and staff are welcome to help serve and join the fun. *This event provides the opportunity for a business and their staff to assist and partake in breakfast. In-kind sponsorships welcomed.*

MAR 28, 2026 | 9:00-11:00 AM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 300+

SPRING FLING FAMILY FORMAL (G)

Come dressed to impress with the entire family for our annual family formal dance. Professional photography will be offered on site, as well as a selfie station for those fun and silly poses. Dancing fun and games provided by a local DJ, with refreshments and goodies provided by a local bakery. *In-kind sponsorships welcomed.*

MAY 2, 2026 | 6:00-8:00 PM | WENTWORTH CAFETERIA | EST. ATTENDANCE: 250+

MENTAL HEALTH AWARENESS MONTH (B)

During the month of May, we line up various free programs, activities, and events, as well as offer resources for everything related to mental well being and health. *These offerings provide the opportunity for a sponsoring business to participate with an info table, demonstration, or even offering an informational or active session. In-kind sponsorships welcomed.*

MAY 2026 | ALL MONTH LONG | VARIOUS LOCATIONS | EST. ATTENDANCE: 200+

DEADLINE FOR SPRING SPONSORSHIPS JANUARY 15

Summer Sponsorship Opportunities

Symbols below are used to indicate the primary sponsorship level for each event or program.
All programs and events can also accept Donor and Supporter level donations simultaneously.

PARKS & RECREATION MONTH (S)

Join us throughout July as we celebrate the value of parks and recreation in Scarborough! Enjoy a variety of free activities, events, and celebrations for all ages and interests. These events welcome residents, visitors, and neighbors alike, offering fun and connection for the whole community.

JULY 2026 | ALL MONTH LONG | VARIOUS LOCATIONS | EST. ATTENDANCE: 500+

KIDS JAMBOREE (B) (S) (G)

For one night only, we go all out for the kids! Live entertainment, active games, local vendors and info booths, ice cream truck, and so much more, all situated in beautiful Memorial Park. *This event provides the opportunity for multiple sponsoring business to participate at the event. In-kind sponsorships welcomed.*

JULY 2026 | 5:00-6:30 PM | MEMORIAL PARK | EST. ATTENDANCE: 300+

ANNUAL SENIOR BBQ (P)

Every August, Scarborough Community Services pulls out all of the stops to bring a free or reduced-price BBQ luncheon to anyone age 55 or older. The BBQ is held under a tent near the Wentworth School and is professionally catered by a local company. Raffles and live entertainment are included for all participants.

AUG 19, 2026 | 11:00-1:30 PM | OUTDOOR EVENT TENT | EST. ATTENDANCE: 200+

SUMMERFEST (B) (S) (G) (P) (P+)

By far our largest event of the year, we hold Summerfest every year on the third Friday in August as a celebration of summer adventures and friendships. This large festival draws in people from all over Maine and includes non-profit tents, a variety of food trucks, live musical performances, a kids Bounce Zone, and an amazing fireworks show to finish the evening. *This event has multiple sponsorship options.*

AUG 21, 2026 | 5:00-10:00 PM | HS FIELDS | EST. ATTENDANCE: 3,000+

DEADLINE FOR SUMMER SPONSORSHIPS APRIL 15

Ongoing/Annual Opportunities

Symbols below are used to demarcate the primary sponsorship level for each event or program.
All programs and events can also accept Donor and Supporter level donations simultaneously.

55+ PROGRAMS

Weekly BINGO (S)

On Mondays our 55+ group gathers for an afternoon of BINGO games, with coffee, snacks, and fun prizes. *A full-year sponsorship covers the cost of supplies and prizes.*

MONDAYS
12:00-2:00 PM
SCS HUB
EST. ATTENDANCE: 40+

Weekly Meals (B)

On Wednesdays we offer a reduced-rate catered meal. Meals are usually followed with a presentation or entertainment. *Sponsors have the option to sponsor an entire lunch or the entertainment portion.*

WEDNESDAYS
11:00 AM-1:00 PM
SCS HUB
EST. ATTENDANCE: 35+

Games & Gather (G)

Twice a week we open the Hub for free game play, coffee, and comradery. *This year-long sponsorship covers snack costs.*

TUESDAYS AND FRIDAYS
9:00 AM-12:00 PM
SCS HUB
EST. ATTENDANCE: 25+

OTHER OPPORTUNITIES

Scholarships

Throughout the year, we assist local families, adults, and seniors with reduced-rate programs and trip enrollments thanks to scholarship funds. All scholarship donations go back into the Scarborough community and keep community members of all ages and abilities moving and engaged with their peers.

Scholarship donations are accepted in any denomination and can remain anonymous or be recognized as a sponsor.

Vendor Opportunities

At select events throughout the year, Scarborough Community Services invites local businesses, companies, and non-profits to rent space to distribute information or sell their goods.

CURRENT VENDOR OPPORTUNITIES:

- Harborfest
- Passport Days (Nov; Mar)
- Parks and Rec Month
- Kids Jamboree
- Summerfest









We hope you consider a future partnership with Scarborough Community Services!





