

KORASHRINERS



SPORTSMEN
EXPO

**SPONSORSHIP
GUIDE 2024**



2024

SPONSOR GUIDE



Introduction 5

KORA SHRINE

Who we are 6

Beneficiaries 7

Economic Impact 8

SPORTS EXPO

Sponsor Levels 10

Sponsor Recognition 13

Sponsorship Commitment 17

Sponsorship Comparison Chart 19





It is my pleasure to offer you the opportunity to support Kora Shriners and the Kora Shrine Sportsmen Expo in 2024.

Our goal is to share the love of the outdoors while providing opportunities for education and exposure to several outdoor activities to the next generation of outdoor enthusiasts. We have planned diverse demo and educational sessions that promote outdoor activities for the entire family, including sessions specifically focused on women and children in attendance. Our goal is to make this event attractive and fun by having something for everyone.

"Like so many charitable organizations, COVID-19 has challenged Kora Shriners' traditional fundraising activities. The cancellation of a family favorite, the Kora Shrine Circus, was disheartening," explained Kora's leader for 2021 Potentate Brent Tanguay. Tanguay added, "this is a fundraiser to support the general expenses of Kora; most especially our wonderful building in downtown Lewiston."

Another highlight of the weekend will be a Saturday Night Entertainment Event at the "Back Porch Theatre" featuring comedian Juston McKinney. McKinney has multiple appearances on The Tonight Show and Comedy Central specials, and The New York Times called him "Destined for Stardom."

Like any business or event, cash flow is the most difficult task to manage. Support from local businesses enables continued growth and free attendance for attendees. If you are unable to make a cash donation, please consider a contribution of goods or services. In either case, your generosity is greatly appreciated.

Please consider the information provided in this guide and know that as a sponsor, you're showing our community that you want to share in the celebration and support the Kora Shrine.

Hope to see YOU in early April at the Kora Shrine Sportsmen Expo and THANK YOU for your support.

Pat Penley, Chair
Pat.penley.kora@gmail.com
(207) 860-9380



The Kora Shrine, a beacon of hope and community, stands as a testament to the spirit of unity, philanthropy, and tradition. For over a century, our organization has been at the forefront of local community efforts, driving positive change, and fostering a sense of belonging among its members and the wider community.

Rooted in rich history, the Kora Shrine has always prioritized the welfare of those it serves, underlining the importance of compassion and service. Our initiatives, spanning charitable causes to community events, are designed not only to entertain and engage but also to uplift and inspire. Being more than just an organization, the Kora Shrine is a family, a gathering of like-minded individuals dedicated to leaving a lasting impact.

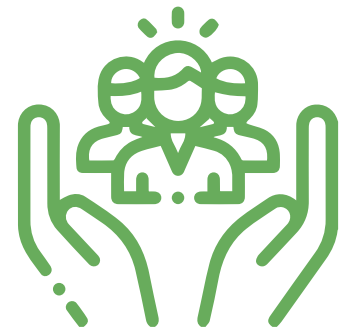
Our commitment is not just to serve, but to empower, not just to give, but to inspire others to do the same. As you dive deeper into understanding our essence, we hope you see the Kora Shrine not just as a symbol but as a living embodiment of community spirit and enduring legacy.

About Shriners International

Shriners are a brotherhood based on fun, fellowship, and the Masonic principles of brotherly love, relief, and truth, with nearly 200 temples (chapters) in several countries and thousands of clubs around the world. Shriners support Shriners Hospitals for Children®.

With 22 locations across the United States, Shriners Hospitals for Children® is dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals.

Children up to age 18 with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients' ability to pay. All Shriners must be a Mason in good standing.



KORA BENEFICIARIES

At the heart of Kora's enduring legacy lies a commitment to uplifting and strengthening our community. Over the years, our initiatives have woven a tapestry of support, encompassing local businesses, charitable causes, and community programs.

These businesses and causes, both big and small, are testament to the transformative power of community collaboration.



City of Auburn
City of Lisbon
City of Yarmouth
City of Casco
City of Wilton
City of Augusta
City of Lewiston

Baxter Brewing Co.
Gritty McDuff's Brewing
Gipper's Sport Grill
Hilton Garden Inn
Hampton Inn
Thayer Corp
Deblois Electric

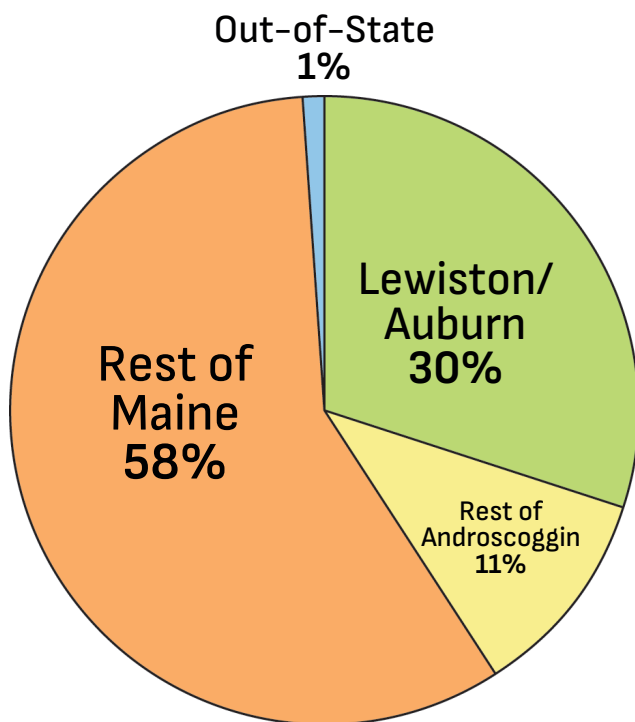


KORA ECONOMIC IMPACT

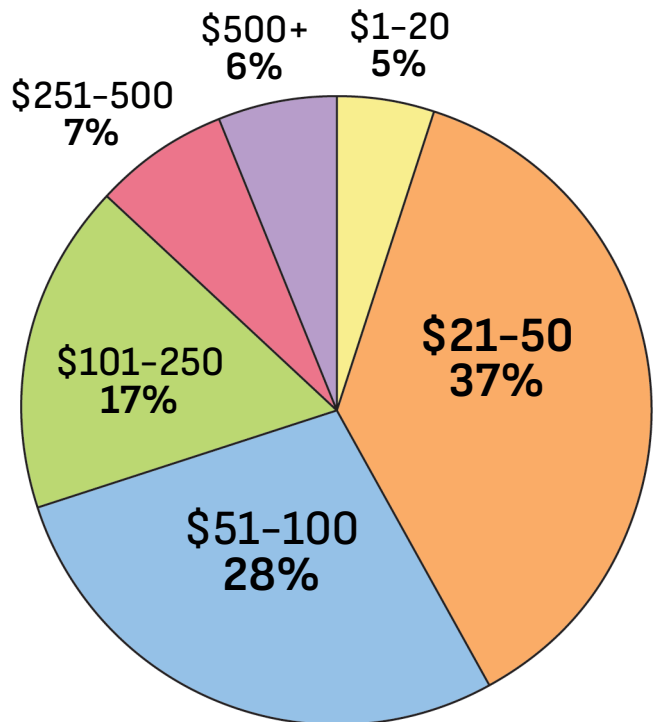
Reflecting upon Kora's rich 131-year legacy, it's evident that our impact on the local community has been profound, contributing an estimated \$20M+, while also championing its various causes.

The following summary provides a comprehensive view, aggregating insights from numerous surveys conducted in recent years and presenting estimated data.

- 131** years supporting local communities
- 85k+** visitors annually to Kora events
- \$20M+** funneled into local businesses and charities

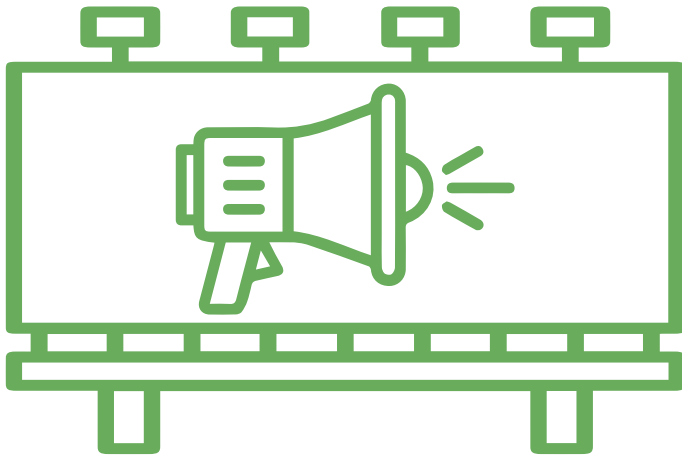


Where do Kora visitors come from?



How much do visitors spend on average?

2023 SPONSORS



Local businesses' steadfast support is fundamental to our achievements. Their backing ensures the event's success and allows us to further the impactful work we pursue at the Kora Shrine.

Katahdin

Bangor Savings Bank

Saddleback

Cabela's

Fidium Fiber Internet

Heat Pumps of Maine

Lost Valley Ski

McCann Fabrication

Nadeau's Refrigeration

Three Rivers Rafting

Cadillac

Auburn Savings Bank

Coastal Defense Firearms

Gee & Bee Sporting Goods

Hilton Garden Inn/Riverwatch

Maine Warden Service

Norway Savings Bank

Rainbow Bicycle Shop

Bigelow

LL Bean

Kineo

Austin Associates CPA's

Biddeford/Saco Country Club

Camden National Bank

Casco Bay Electric

Champoux Insurance

Dag's Bait Shop

DeBlois Electric

DuBois Realty Group

Family Vision Solutions

Hearth & Key Realty

M. S. Ambrogio

Martindale Country Club

Northeast Whitewater

Old Town Canoe Co

Revolution Mortgage

Tractor Supply



EXPO SPONSOR

Katahdin

\$10,000

Embodying the spirit of Maine's majestic heights, our "Katahdin" sponsor level stands as the pinnacle of honor and support. Named after Maine's loftiest peak, it represents not just the grandeur of the mountain itself but also the zenith of commitment and partnership. As our highest tier of sponsorship, those at the Katahdin level exemplify an unparalleled dedication to our cause, resonating with the profound significance and stature of the state's most revered summit.

EXPO SPONSOR

Sugarloaf

\$5,000

The "Sugarloaf" sponsor level, named after the beloved Sugarloaf Mountain, a key landmark in Maine's panoramic landscapes, symbolizes robust support and significant contribution. This level echoes the mountain's reputation as a popular, vibrant destination, attracting diverse groups and activities. Sponsors at the Sugarloaf level play a crucial role in bringing energy and dynamism to our event, much like the mountain itself, which is a hub of activity and community gathering. Their involvement not only provides substantial support to our initiatives but also adds to the vibrancy and success of our endeavors, reflecting Sugarloaf's own spirit of adventure and community.

EXPO SPONSOR

Bigelow

\$3,000

Named after the majestic Bigelow Mountain Range, known for its captivating beauty and challenging trails, the "Bigelow" sponsor level signifies a strong and enduring partnership. Just as the Bigelow Range offers diverse and enriching experiences to those who traverse its paths, sponsors at this level bring a wealth of support and enrichment to our event. Their commitment mirrors the range's varied peaks and valleys, symbolizing a journey of persistence, resilience, and triumph. The Bigelow level sponsors are pivotal in helping us navigate the diverse challenges of our mission, contributing to a landscape of success and mutual growth.

EXPO SPONSOR

Saddleback

\$2,000

The "Saddleback" sponsor level, taking its name from the serene and picturesque Saddleback Mountain, represents a foundational layer of support and collaboration. Saddleback Mountain, known for its distinctive ridge and welcoming slopes, parallels the reliable and steady support offered by sponsors at this level. As Saddleback Mountain is integral to Maine's landscape, so too are our Saddleback sponsors to the fabric of our event. Their involvement, characterized by steadfast commitment and steady support, helps ensure the smooth and successful unfolding of our initiatives, much like the mountain's gentle slopes that guide hikers towards the summit.

EXPO SPONSOR

Kineo

\$1,000

Drawing its name from the iconic Mount Kineo, known for its dramatic cliffs and rich history, the "Kineo" sponsor level embodies a blend of strength and legacy. Just as Mount Kineo rises prominently over Moosehead Lake, sponsors at this level hold a distinctive place in our community. Their support serves as a testament to their solid commitment and dedication, mirroring the resilience and prominence of Kineo itself. Associating at the Kineo level means being part of a lasting tradition, contributing significantly to our collective journey and goals.

EXPO SPONSOR

Cadillac

\$500

Named after the majestic Cadillac Mountain, renowned for its breathtaking views, the "Cadillac" sponsor level represents a pinnacle of support and visibility. Like the first light that touches the mountain's summit, Cadillac sponsors illuminate our event with their significant contributions, setting a standard of excellence and guiding us towards a successful and impactful experience. Their involvement is a beacon of inspiration and leadership within our community.

EXPO SPONSOR

FRIEND OF THE EXPO

\$200

Every great endeavor begins with the support of close allies, and the "FRIEND OF THE EXPO" sponsor level celebrates these foundational relationships. While it may represent our most accessible tier of sponsorship, its importance cannot be understated. Sponsors at this level are the building blocks of our event, symbolizing the grassroots support that makes all else possible. Their genuine commitment sets the tone for the collective enthusiasm and community spirit that the expo thrives on. Being a FRIEND OF THE EXPO means being at the heart of our mission, championing our goals from the ground up.



SOLE SPONSOR

COMEDY SHOW SPONSOR *(Limited Available)*

\$3,000

Laughter is a universal connector, and as the sole sponsor of our comedy show, the "COMEDY SHOW SPONSOR" holds a distinctive and cherished role in our expo. This level represents more than just sponsorship; it's a unique opportunity to align one's brand with the joy, relaxation, and camaraderie that the comedy show brings to our audience. The exclusivity of being the sole sponsor signifies a deep-seated commitment to promoting positive experiences and supporting the lighter side of our event. Through their dedicated partnership, the COMEDY SHOW SPONSOR ensures that our attendees not only engage with the expo's primary themes but also leave with smiles on their faces and cherished memories to look back on.

SOLE SPONSOR

SPECIAL ACTIVITY/CLASS *(Limited Available)*

\$750

Embracing the essence of the outdoors and the spirit of exploration, the "SPECIAL ACTIVITY/CLASS SPONSOR" plays a pivotal role in enriching our expo's experience. As the exclusive benefactor of a particular activity or class, sponsors at this level not only amplify their brand visibility but also underscore their commitment to fostering knowledge, skills, and passion within the outdoor community. The distinction of being a sole sponsor for an activity or class positions the brand at the forefront of attendees' minds, linking it with the unique and memorable experiences they gain. Through their dedicated partnership, the SPECIAL ACTIVITY/CLASS SPONSOR champions both hands-on learning and the immersive essence of the great outdoors.

SOLE SPONSOR

RAFFLE PACKAGE SPONSOR *(Limited Available)*

\$500

Central to our expo's allure are the raffles, and as the sole "RAFFLE PACKAGE SPONSOR", brands gain an esteemed prominence. This exclusive sponsorship is intertwined with the exhilaration and anticipation of each raffle draw. Given raffles are our expo's main attraction, sponsors at this level become a focal point of attendee excitement. Through this distinct association, brands are not just supporting the event but becoming a memorable highlight, resonating with attendees long after the expo concludes.

SPONSOR RECOGNITION

VIP TICKET TO EARLY ACCESS EVENT



This exclusive evening is a confluence of industry leaders, business magnates, and thought leaders. Sponsors granted access to this night will find themselves in an unparalleled networking environment, giving them a chance to forge meaningful connections, explore collaborations, and get a sneak peek into the event's offerings.

PRINT ADVERTISING

PROGRAM



A tangible keepsake of the event, our program is designed with attention to detail and is handed to every attendee. Sponsors will find their brands highlighted in sections of prominence, offering attendees a tactile reminder of the sponsors' integral role in making the event possible.

RAFFLE DISPLAY



The raffle is a centerpiece of our expo, drawing keen attention from all attendees. Sponsors have the prime opportunity to position their logo at the heart of this excitement. With their emblem prominently displayed on our meticulously crafted raffle stand, sponsors can intertwine their brand with the thrill and anticipation of the event's most awaited moments. It's a blend of visibility and association that's hard to match elsewhere.

POSTER & FLYERS



Our marketing materials, from posters to flyers, are crafted for maximum impact and wide distribution. Each placement of a sponsor's logo is a testament to their invaluable support, ensuring they receive widespread brand visibility across various touchpoints.

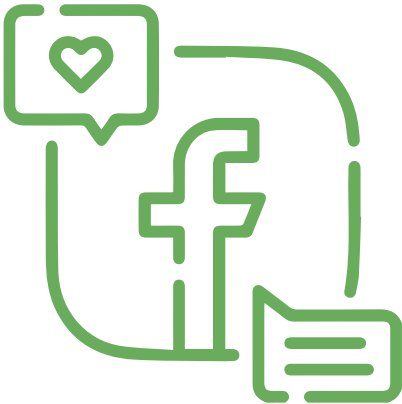
SPONSOR RECOGNITION

ONLINE ADVERTISING



WEBSITE

Our official event website isn't just an information hub—it's the digital gateway for all attendees and interested participants. Featured sponsors will benefit from their logos prominently displayed, accompanied by direct links to their own websites. This not only elevates brand visibility but also can drive valuable traffic and potential business engagements.



FACEBOOK

In today's digital age, our social media platforms are more than just communication tools—they're vibrant communities. Featured sponsors will be highlighted in dedicated posts, allowing for engagement with our active followers. These shout-outs not only celebrate the partnership but also enhance the sponsors' digital footprint.

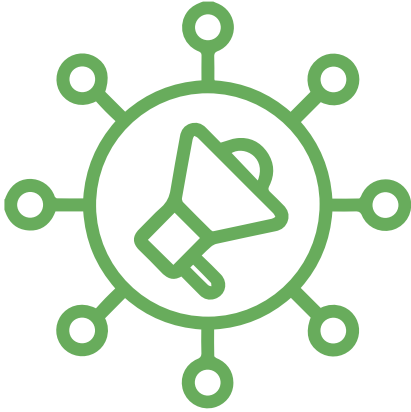


EMAIL

Our meticulously curated email newsletters are dispatched to an ever-growing list of past attendees, subscribers, and industry stakeholders. Each email represents an opportunity for sponsors to be at the forefront of readers' minds. With dedicated sections, sponsors can leverage this medium to simply reinforce their brand presence.

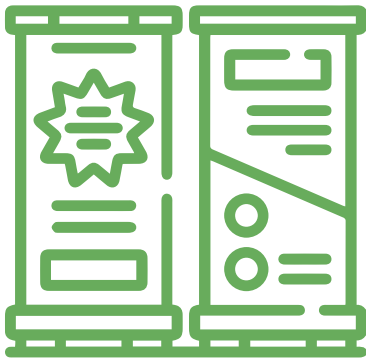
SPONSOR RECOGNITION

PHYSICAL ADVERTISING



FLOOR DECAL

Innovative and hard to miss, our floor decals guide attendees while doubling as branding platforms. With every step, attendees interact with these decals, ensuring that sponsors capitalize on this unique branding opportunity, making their mark quite literally underfoot.



BANNER

Standing tall and proud, our banners are designed for visibility. Positioned at strategic locations throughout the venue, these banners ensure that a sponsor's brand is always in sight, reinforcing their status as pillars supporting the event.



VIDEO DISPLAY

Our video displays, strategically positioned throughout the event venue, offer an unmissable platform for brand visibility. Featured sponsors will have the unique opportunity to showcase their bespoke video content or advertisements. This visual medium ensures that their message resonates with attendees, creating lasting impressions and strengthening brand recall.

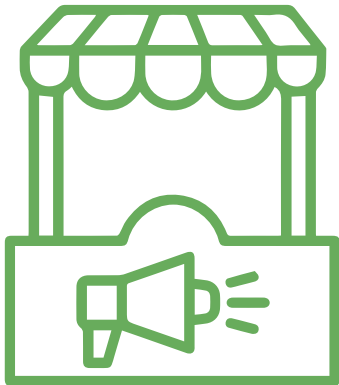
SPONSOR RECOGNITION

MISCELLANEOUS



COMEDY SHOW

Laughter is universal. Our comedy show, a highlight of the event, offers sponsors not just entertainment, but a chance to associate their brand with joy and relaxation. With allocated tickets, sponsors can indulge in a night of merriment, further deepening their connection to the event.



VENDOR BOOTH

Position yourself directly in the spotlight with a dedicated vendor or information booth. This prime location offers sponsors an unmatched opportunity to engage directly with attendees and showcase their brand or message. Sponsors at designated levels can avail themselves of this opportunity to secure a booth, ensuring maximum interaction and visibility during the event.



EVENT T-SHIRT

Celebrate the expo in style with our annual limited-edition T-shirts, a tangible keepsake of the event. Sponsors at select levels can proudly sport their connection to the expo by claiming their complimentary event T-shirt, merging fashion with fond memories of the occasion.

SPONSORSHIP COMMITMENT

Yes! You can count on our support for the Kora's Sportsmen Expo 2024

Please complete the form below, or online at:
www.korashriners.org/expo-sponsor

SPONSORSHIP LEVEL

- | | |
|---|---|
| <input type="checkbox"/> Katahdin \$10,000 | <input type="checkbox"/> Cadillac \$500 |
| <input type="checkbox"/> Sugarloaf \$5,000 | <input type="checkbox"/> Friend of the Expo \$200 |
| <input type="checkbox"/> Bigelow \$3,000 | <input type="checkbox"/> Raffle Package \$500 |
| <input type="checkbox"/> Saddleback \$2,000 | <input type="checkbox"/> Comedy Show Sponsor \$3,000 |
| <input type="checkbox"/> Kineo \$1,000 | <input type="checkbox"/> Activity/Class Sponsor \$750 |

SPONSOR INFORMATION

BUSINESS/ORGANIZATION NAME

CONTACT NAME

BUSINESS/ORGANIZATION ADDRESS

CITY/STATE/ZIP

PHONE

EMAIL ADDRESS

BUSINESS/ORGANIZATION NAME *(as it should appear on our marketing materials and banners)*

PAYMENT

- Check enclosed *Please make checks payable to Kora Shriners*
- Bill me

MAIL TO

Please send complete form and payment to:

11 Sabattus St, Lewiston, ME 04240





	Expo Sponsor							Sole Sponsor			
	Katahdin (\$10,000)	Sugarloaf (\$5,000)	Bigelow (\$3,000)	Saddleback (\$2,000)	Kineo (\$1,000)	Cadillac (\$500)	Friend Of The Expo (\$200)	Raffle Package (\$500) Limited to 20	Comedy Show Sponsor (\$3,000) Limited to 1	Activity/Class Sponsor (\$750) Limited to 10	
VIP ACCESS											
VIP Ticket to Early Access Event	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Sole Sponsor Recognition								✓	✓	✓	
PHYSICAL ADVERTISING											
Video Display At Expo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sponsor Banner At Expo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sponsor Floor Decal At Expo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
PRINT ADVERTISING											
Expo Program	✓ (FULL PAGE AD)	✓ (FULL PAGE AD)	✓ (FULL PAGE AD)	✓ (HALF PAGE AD)	✓ (QUARTER PAGE AD)	✓ (QUARTER PAGE AD)	✓ (BUSINESS CARD SIZE AD)	✓ (BUSINESS CARD SIZE AD)	✓ (BUSINESS CARD SIZE AD)	✓ (BUSINESS CARD SIZE AD)	
Raffle Display								✓			
Expo Poster	✓	✓	✓	✓	✓						
Expo Flyers	✓	✓	✓	✓	✓						
ONLINE ADVERTISING											
Expo Website Homepage Feature	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	
Expo Website Sponsor Page	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)	
Email	✓ (WITH LOGO)	✓ (WITH LOGO)	✓ (WITH LOGO)								
Facebook Posts	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	✓ (INDIVIDUAL POST)	
MISCELLANEOUS											
Complimentary Vendor Booth	✓	✓									
Complimentary Comedy Show Tickets	✓ (15 TICKETS)	✓ (10 tickets)	✓ (5 tickets)						✓ (30 TICKETS)		
Complimentary Event T-Shirt	✓ (5 T-Shirts)	✓ (3 T-Shirts)	✓ (2 T-Shirts)	✓	✓	✓	✓				

