



# The Maine Shrine Lobster Bowl Classic

More Than Just a Game.



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# About the Game



- The Maine Shrine Lobster Bowl Classic is Maine's premier high school **All-Star football game**.
- More than 140 of the state's top graduating football players and cheerleaders from **60+ schools**.
- Teams are split East vs. West
- On **July 18, 2026** the game will take place at Don Roux Field in Lewiston.
- While it's an unforgettable experience for athletes and fans, the game serves a greater purpose — **raising funds to support Shriners Children's**.

# History of the Game



- Since 1990, the Maine Shrine Lobster Bowl Classic has raised nearly \$1,000,000 in net proceeds for Shriners Children's—thanks to the passion of Maine's top high school athletes and the support of our incredible community.
- In 2025, the game raised **\$125,000** for the Shriners Children's in Boston and Springfield, Massachusetts.
- This year, the goal is **\$150,000!**

# About Shriners Children's



- The **Shriners Hospitals for Children** is a network of 22 non-profit medical facilities in North America.
- **Provide care to children with orthopedic conditions**, burns or spinal cord injuries as well as those who are suffering from cleft lip and palate.
- The hospitals offer all services in an environment where family members feel comfortable enough so they can bond emotionally while providing treatment needed by their loved ones during difficult times, **regardless of the patient's' ability to pay.**
- Each year, players from the game have the opportunity to **meet and inspire patients** from the hospital.

# Fundraising Events



## Golf Tournament

The annual Golf Tournament is one of its most anticipated events and is heavily supported by sponsors and participants. Leading up to the game, players, coaches, alumni, and supporters hit the course for a fun and meaningful day, all while raising funds to support a life-changing cause.



## Walk-A-Thon

The Walk-A-Thon was added in 2025 as way to encourage families to come to the game early and support the cause. There are competitions for children including and Punt-Kick-Pass-Run, plus an obstacle course and children's activity area including the the Kora vehicles.



## The Game

The game includes several fundraising elements, including sponsorship activations, signage, in-game promotions, plus the ability for sponsors to advertise in the program and during the broadcast viewed by thousands of people across the world.



# Our Audience

Families, fans and your future customers



# Our Audience is Your Audience



- In the past two years the game at Lewiston High School the event has been **sold out** with more than **5,000 fans** attending the game.
- More than **1.2K additional fans** tune in to the live broadcast. This includes grandparents, parents, brothers and sisters and more friends and family from the more than 100 players and cheerleaders.
- The pre-game banquet draws nearly **500 people from across the state.**
- The Golf Tournament featured more than **120 golfers** of all ages and abilities.
- The Walk-A-Thon is a family friendly event on the day of the game that attracts **kids, parents and grandparents from across the entire state.**

# Our Audience is Your Audience



## Key Website Stats

- More than 54,000 website visits (95% are from March-September).
  - Home Page – 39,605
  - Athletes – 8,783
  - Game Day – 8,237
  - Live Stream – 4,483
  - East Football Players – 4,298
  - West Football Players – 3,462

## Key Social media Stats

- Facebook Group: 4,200 members
- Instagram: 900 followers
- Reach of 55,200+
- High engagement level with ages 17-54, including 8,000 interactions
- Planning to add a lot more video content for 2026





# Sponsorship Opportunities

# Bronze Level Sponsorship



- **Program ad** in the official 2026 Maine Shrine Lobster Bowl Classic Program.
- **Logo and website link** on [MaineShrineLobsterBowl.com](https://MaineShrineLobsterBowl.com)
- **Sponsor** of the golf tournament with logo on website and goodie bag item/coupon for participants
- **2 Social media posts** announcing your support as a sponsor of the game
- **Print ad** in the banquet program
- **4 tickets** to the game for clients or employees

**Sponsorship: \$5,000**

# Silver Level Sponsorship



- **Marketing table and tent** at the game
- **Program ad** in the official 2026 Maine Shrine Lobster Bowl Classic Program.
- **Digital ad and logo and website link** on [MaineShrineLobsterBowl.com](http://MaineShrineLobsterBowl.com).
- **:30 video commercial** on the live broadcast
- **Sponsor** of the Maine Shrine Lobster Bowl Family Banquet, includes logo on all materials and presentation screen.
- **Sponsor** of the golf tournament with logo on website and goodie bag item/coupon for participants.
- **Full-page print ad** in the banquet program.
- **10 tickets** to the game for clients or employees

**Sponsorship: \$10,000**

# Gold Level Sponsorship



- **Presenting sponsor** of the Maine Shrine Lobster Bowl Classic with logo displayed with the Maine Shrine Lobster Bowl 2026 logo
- **Priority location for marketing table and tent** at the game
- **Game Program video ad** in the official 2026 Maine Shrine Lobster Bowl Classic Program.
- **2 Banners** displayed on the field on game day
- **Logo and website link** on [MaineShrineLobsterBowl.com](http://MaineShrineLobsterBowl.com)
- **:60 video commercial airs (3x)** on the live broadcast
- **Interview for a company spokesperson** during the live broadcast
- **Full page print ad** in the golf, banquet programs
- **10 tickets** to the game for clients or employees

**Sponsorship: \$20,000**



# Walk-A-Thon Sponsorship



- **Presenting sponsor of the Walk-A-Thon and FEZtivities** at Lewiston High School.
- **Marketing table and tent** at the Walk-A-Thon.
- **Logo and website link** on the Walk-A-Thon registration page on [MaineShrineLobsterBowl.com](http://MaineShrineLobsterBowl.com).
- **6 ft. banner** displayed at the the track for the walk-a-thon and game on game day.
- **:30 video commercial** on the live broadcast.
- **10 tickets** to the game for clients or employees.

**Sponsorship:** \$5,000

# Golf Tournament Sponsorship



- **Presenting sponsor of the Golf Tournament** at The Meadows Golf Club in Litchfield, Maine.
- **Logo and website link** on the golf tournament registration page on [MaineShrineLobsterBowl.com](http://MaineShrineLobsterBowl.com).
- **Banner** displayed at the golf course on the day of the tournament and on game day.
- **:30 video commercial** on the live game broadcast.
- **One (1) foursome** in the golf tournament for clients or employees.
- **Includes sponsorship** of closest to the pin or long drive or putting contest.

**Sponsorship:** \$5,000

# Customized Sponsorships



## Events

- **Game Program ad** in the official 2026 Maine Shrine Lobster Bowl Classic Program.
- Print ad in the banquet program
- **6 ft. banner** on game day
- Print ad in the banquet program
- **On-site activation** on game day with table and tent
- **Giveaway item** at the ticket gates
- Presenting sponsor of the pre-game banquet
- **Goodie bag item** at golf tournament
- **Hole sponsorship** at golf tournament

## Digital

- **Ad** official 2026 Maine Shrine Lobster Bowl Classic Digital Program. (1/4 , 1/2 and full page available)
- **Social media sponsorship** and promotional posts, including discount offers, etc.
- **Banner ad** on bio pages at MaineShrineLobsterBowl.com
- **Digital ticket** sponsor
- **Email blast** sponsor
- **Donation Leaderboard** sponsor

**We can customize a sponsorship package to fit your goals and budget!**

## Media

- **:30 or 60-second commercial** on the Maine Shrine Lobster Bowl Classic broadcast, can include QR code and promotional codes
- **Broadcast interview** for company spokesperson during the live game broadcast
- **Electronic ticket sponsorship** with logo on ticket purchasing web page
- **Presenting sponsor** of the pre-game banquet
- **Player of the Game** sponsorship

# Important Dates



## Print sponsorships Deadlines

- **Team meeting program Ad:** March 15
- **Golf Program Ad:** June 1
- **Game Day Program Ad:** July 3
- **Banquet Program Ad:** July 15

## Digital/Video Advertising Deadlines

- **Digital Ticket Sponsor Ad:** March 1
- **Golf Tournament Website Ad:** June 1
- **Game Day Digital Program Ad:** July 1
- **Website Ad:** July 1
- **Video Broadcast Ad:** July 1

## Game Day Marketing Deadlines

- **Golf Tournament Website Ad:** June 1
- **Marketing table and tent:** July 1
- **Website Ad:** June 1
- **Digital Program Ad:** July 1

# Connect with us



Have questions about the game, sponsorships, or how to get involved?

We'd love to hear from you. Reach out by phone or email, and follow us on social media to stay updated on all things Lobster Bowl.

**Joe Hersom**, President, Maine Shrine Lobster Bowl Board

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**Website:** [MaineShrineLobsterBowl.com](http://MaineShrineLobsterBowl.com)

**Facebook Group:** <https://www.facebook.com/share/g/1DQEfNv1Ss/>

**Instagram:** <https://www.instagram.com/maineshrinelobsterbowlclassic/>