

MAINE MAYHEM

*Empowering Female Athletes.
Building Community.
Growing the Game.*

SPONSORSHIP PROPOSAL

Prepared for _____

Date _____





ABOUT **US**

Maine Women's Football Inc. (MWF) is a 501(c)(3) non-profit founded in 2015 to empower women and girls through the sport of football. Our mission is to provide opportunities to learn and play tackle football in a supportive, team-focused environment that builds skills for both the game and life.

Our flagship program, the Maine Mayhem, is the state's only full-contact women's football team. Open to women 18 and older, our athletes reflect the heart of Southern Maine—mothers, students, military personnel, teachers, police officers, healthcare workers, business professionals, and more—women balancing careers, families, and education while competing at the highest level of their sport.

Now entering our 11th season in the Women's Football Alliance (WFA), the nation's largest women's football league, the Mayhem competes from April through June, followed by playoffs and the chance to advance to the National Championship game held in July at the Tom Benson Hall of Fame Stadium in Canton, OH

WHY US

Sponsoring the Maine Mayhem is more than supporting a football team—it's investing in a movement that empowers women, strengthens communities, and grows opportunities in sports.

Here's why your partnership matters:

- **Community Impact** – The Mayhem represent women from all walks of life who live, work and raise their families in local Maine communities. By supporting us, you're directly uplifting role models who inspire the next generation of athletes and leaders.
- **Visibility & Reach** – With regular-season games, playoff opportunities, community events, local media coverage, and a strong digital presence of over 7,000 followers, the Mayhem offer powerful visibility. During the 2025 season alone, our content had over 169,000 views ensuring your brand is seen by a wide and continually growing audience, both on and off the field.
- **Empowerment & Inclusion** – Partnering with the Mayhem demonstrates your commitment to advancing equality in sports and beyond. You'll align your brand with a mission-driven organization that champions diversity, perseverance, and opportunity for women in athletics.
- **Lasting Value** – As a non-profit, every sponsorship dollar goes directly toward sustaining and growing the team. Running the program costs over \$45,000 each season, including indoor turf practice facilities now charging as much as \$400 per hour in Portland, field rentals, uniforms, equipment, insurance, officials, and travel for away games. Your support ensures we can continue providing this unique and empowering opportunity for women in Maine.





SPONSORSHIP OPPORTUNITIES & BENEFITS

Package	Basic	Bronze	Silver	Gold	Platinum	Diamond
Amount	\$100	\$250	\$500	\$1000	\$2500	\$5000
Merchandise, Season Passes and Game Day Tickets						
Season Passes	2	2	4	6	8	8
T-Shirts	2	2	4	4	6	6
Appreciation Plaque			8" by 10"	8" by 10"	9" by 12"	12" by 15"
Logo on Sponsor T-Shirt				Back	Sleeve	Sleeve
Log on Season Passes or Game Day Tickets					Yes	Yes
Home Game Day Advertising						
Game Day Brochure AD		Qtr Page	Qtr Page	Half Page	Full Page	Full Page
Sponsor Banner (1)			3' by 6'	3' by 6'	4' by 8'	4' by 8'
Sponsor name announcements (2)			Half Time	Each Half	Each Quarter	Each Quarter
Custom Advertisement Read by Stadium Announcer (3)				2x per Game	3x per Game	4x per Game
Ongoing Advertising: Website, Social Media and Live Streaming						
Website (4)		Yes	Yes	Yes	Yes	Yes
Monthly Mentions on Mayhem social media (5)		1	2	5	5	5
Live Streaming Partner (6)					Yes	Yes
Individualized Posts (7)					Yes	Yes
Individualized Reels (8)						Yes

Notes:

Game Day Advertising

- (1) A banner with your business name, logo and contact information will be displayed at all home games. Sponsors may opt to provide their own custom banner.
- (2) Your business name will be announced during each home game based on the schedule above.
- (3) The stadium announcer will read a short, customized advertisement 2 to 4 times per game based on the schedule above.

Ongoing Advertising

- (4) We will list your business name, logo and link to your website and/or Facebook page on the Mayhem Website.
- (5) We currently have over 7000 followers and are continuing to grow. Our social media content received over 169,000 views during the 2025 season. Your business will receive monthly mentions based on the schedule above. Our sponsor mentions will be on a rotating basis within the following scheduled announcements. Our standard weekly announcements include advertising our upcoming games on Wednesdays and Saturdays, announcing our scores Sundays, and "Mayhem Mondays" where we announce the player(s) of the game. We also have "non-game" week posts featuring a variety of our upcoming activities.
- (6) We will be live streaming all our home games and certain away games through our Facebook page. Platinum and Diamond sponsors will be featured as our live streaming partners during our live stream events. Your company logo will be included, and advertisements will be read during the live stream.
- (7) Platinum and Diamond sponsors may have a company made advertisement on our page or we can create on your behalf.
- (8) Diamond sponsors will receive individualized reels (video content) on our page. The reels will include such items as "Messages from our Captains", "Thank You" messages from our players", etc.

Thank you for considering our proposal. We would be delighted to discuss this opportunity further and answer any questions you may have. We are confident that a partnership will be mutually beneficial. We look forward to hearing from you.

Sincerely,

Ruth Murphy

Ruth Murphy, Chairman

Maine Women's Football Inc,

www.mainemayhemfootball.com



NEXT STEPS

Questions?

Contact: Kate Archambault
General Manger
207-615-7213
info@mainemayhemfootball.com

Ready To Make An Impact

Secure your sponsorship by filling out the attached form or go online to www.mainemayhemfootball.com.

Together, we'll empower female athletes, build community and grow the game!

Maine Mayhem

10 Cloverleaf Lane
Scarborough, Maine 04074



Women's Football

info@mainemayhemfootball.com
207-615-7213

I would like to purchase the following Maine Mayhem package shown on the previous pages.

Basic Bronze Silver Gold Platinum Diamond

Please indicate the T-shirt sizes you would like based on the number included in the package you selected.

If you would prefer not to receive any t-shirts, select "None"

	None	Shirt 1	Shirt 2	Shirt 3	Shirt 4	Shirt 5	Shirt 6	Shirt 7	Shirt 8
Selection									

Please check here if you would prefer not to receive the sponsor appreciation plaque.

I am sponsoring the following Mayhem Team member _____

Business Name		Contact Person	
Address		City, State & Zip	
Email		Phone #	

Please provide the data you would like us to include on your banner and social media.

Website	
Email contact	
Phone #	
Other content	

Payment may be made by check or Venmo. Checks should be made payable to Maine Mayhem. Venmo payments should be sent to @katearch. (The last four digits of the account phone number is 7213).

The mailing address is Maine Mayhem, c/o Kate Archambault, 10 Cloverleaf Lane Scarborough, Maine 04074.

If you wish to pay by Venmo, please mail or email a copy of the completed form to mayhemgm@maine.rr.com for any Venmo payments.

Completed forms and checks may also be given to the person you are sponsoring to remit to the team.

Please email logos to be used in all promotional options to mayhemgm@maine.rr.com

Sponsor's Acknowledgement

I have purchased a _____ Mayhem package in the amount of _____ and will receive the items listed on the 2026 Sponsorship Packages listed on the previous pages.

Business Representative's Signature _____ Date _____

Let the Mayhem Continue!