



SPONSORSHIP
PROPOSAL





WHO ARE THE MAYHEM?



Empowering Maine Women, One Yard at a Time:

Since 2015, **Maine Women's Football Inc.** has been more than just a sports organization—it's a community. As a **501(c)(3) non-profit**, we believe that every woman deserves the chance to be challenged, to feel powerful and be supported. Our **Girls of Fall** program empowers and mentors girls playing on traditionally boy's tackle football teams around the state.

The **Maine Mayhem** is our flagship program and the only team of its kind in the state. Our athletes are the backbone of Maine—mothers, first responders, teachers, and professionals who embody the dedication it takes to balance life and elite athletics. As we begin our 2026 season this April, we aren't just playing for touchdowns; we're playing for the National Championship at the Tom Benson Hall of Fame Stadium in Canton, OH. We invite you to be part of the Mayhem and inspire the next generation of Maine girls along the way.

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 would be mutually beneficial. We look forward to hearing from you.

Sincerely,

Ruth Murphy, Chairman, Maine Women's Football Inc.

Kate Archambault, General Manager, Maine Mayhem

Shea Cusick, Fundraising and Marketing Chair

Marketing@mainemayhemfootball.com

<https://mainemayhemfootball.com/>

WHY THE **MAYHEM?**



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 LEVELS

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

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.

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 can be made by check or Venmo. **Checks** can be made payable to **Maine Mayhem**.
The mailing address is: **Maine Mayhem c/o Kate Archambault, 10 Cloverleaf Lane,
Scarborough, ME 04074.**

Payment can also be sent through **Venmo: @MaineMayhem**
If paying by Venmo, please include your business name in the message.

Please email any business logos for use in promotional materials to
Marketing@mainemayhemfootball.com



venmo

Completed forms and checks can also be given to your sponsored player for remittance to the team.

Sponsor's Acknowledgement

I have purchased a _____ Mayhem package in the amount of _____ and will receive the items or services listed on the 2026 Sponsorship Package as agreed upon.

Business Representative Signature _____

Date _____