

# MAINE LIGHTHOUSE RIDE

## SEPTEMBER 19, 2026

### 25, 40, 62, AND 100-MILE ROUTES THROUGH SOUTHERN MAINE

#### ABOUT THE MAINE LIGHTHOUSE RIDE

The 23rd Maine Lighthouse Ride (MLR) is an annual cycling event that celebrates the scenic beauty of Maine's coastline while raising funds for the Eastern Trail Alliance.

By sponsoring the MLR, your support creates lasting impact while promoting wellness, outdoor recreation, and community engagement.

#### WHO WE REACH

Cyclists of all levels join us for a ride that combines adventure, camaraderie, and the iconic sights of Maine's historic lighthouses.

- **RIDERS AND SUPPORTERS FROM MAINE AND BEYOND**
- **FAMILIES AND COMMUNITY MEMBERS ATTENDING EVENTS**
- **MEDIA COVERAGE AND ENGAGEMENT WITH ACTIVE-LIFESTYLE AUDIENCES**



The proceeds raised benefit the Eastern Trail Alliance, a 501(c)(3) nonprofit organization that builds, maintains, and promotes the Eastern Trail, southern Maine's premier multi-use greenway.



## WHY SPONSOR MLR?

- Showcase your brand to an active, engaged audience
- Demonstrate support for local communities and conservation efforts
- Gain exposure through event promotions, signage, and digital media

## SPONSORSHIP TIERS

Below is an overview of our 2026 Maine Lighthouse Ride sponsorship opportunities. Each level is designed to provide meaningful exposure, connect your brand with riders and the community, and celebrate your support for this iconic cycling event.

	\$500	\$750	\$1,000	\$1,750
Company logo on select event signage				
Company tagged in MLR social media				
Complimentary Registrations <i>\$140 value per registration</i>	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>
Opportunity to place an ad in the official MLR Rider Guide				
Logo on MLR Website				
Opportunity to display company banner at event				
Logo on select MLR email blasts				
Logo on select promotional materials				

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Explore additional sponsorship opportunities for the Maine Lighthouse Ride! In addition to all the benefits previously mentioned, you can further enhance your involvement and visibility.

## PREMIER \$5,000

As a premier sponsor, your company receives all benefits listed in the main sponsorship table, plus:

- Logo on all promotional materials
- Logo on **the official 2026 ride jersey**
- Banner placement on the ride's finish arch, greeting every rider as they cross the line



## ENTERTAINMENT \$2,500

Bring the fun to the Post Ride Celebration! As the official entertainment sponsor, your brand will be front and center as riders gather at SMCC to celebrate the completion of the ride.



## NAME A ROUTE \$2000

Name a route on the Maine Lighthouse Ride and put your brand in the spotlight! As the official sponsor, your brand will be prominently highlighted on the route, making it an unforgettable part of the riders' journey.

## REST STOP \$1,500

Make a memorable impact on riders by sponsoring a rest stop along the route! We'll work with you to showcase your company or group of companies. Every rest stop sponsor can fully brand their stop with company signage and branded items.

### Two easy ways to participate:

- Cash Sponsorship: \$1,500; we provide food and volunteers.
- In-Kind Sponsorship: \$1,500; you provide the food and volunteers.

Both options give your business direct exposure to riders and a chance to engage with the community.



**BECOME A PART OF MAINE'S MOST SCENIC RIDE  
AND HELP US MAKE A DIFFERENCE!**

**CONTACT [MLR@EASTERNTRAIL.ORG](mailto:MLR@EASTERNTRAIL.ORG) TODAY**