



CROSS FOR LIFEFLIGHT

SPONSORSHIP OPPORTUNITIES



2024

crossforlifeflight.org

ABOUT THE CROSS FOR LIFEFLIGHT

LifeFlight flies more than 15,000 miles across Maine each month, delivering lifesaving care to someone facing critical injury or illness. For every single mile of every single mission, a patient is receiving the best medical care possible and the fastest transport available.

Making lifesaving missions possible.

The Cross for LifeFlight makes those lifesaving missions possible. Participants are not just logging miles—they're raising critical funds to keep LifeFlight of Maine in the air, equipped and ready to respond to calls for help every day and night of the year.

Every mile we cross. Every dollar we raise.

Every mile crossed and every dollar raised ensures that the next person in Maine who faces a life-threatening medical emergency—a friend, a family member, a neighbor, a fellow Mainer, or a visitor coming here to explore—has access to advanced critical care with the speed of our aircraft. We're giving them their best chance on their worst day.

Our ability to continue this vital work depends on the support of businesses like yours.

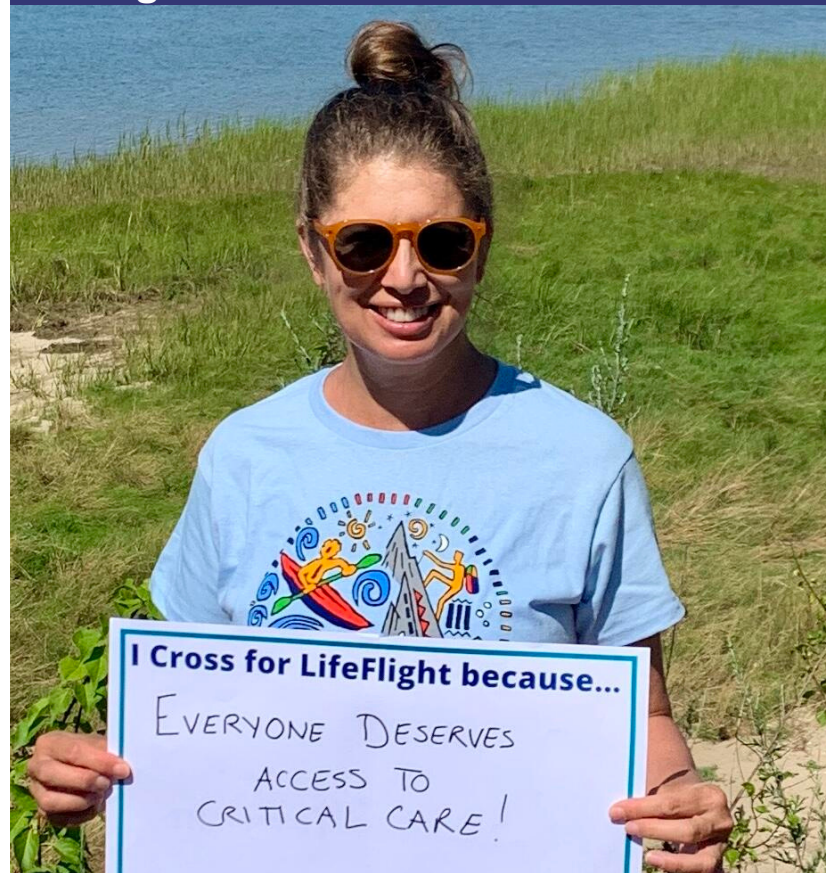
For additional information: Ashley MacMillan,
Director of Annual Giving
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Participants pick their mission, cross Maine, and save lives.

When the call for help comes in, LifeFlight is ready to fly anywhere in Maine. Some missions are a short distance away. Others cross the entire state. Participants pick their mission cross Maine for LifeFlight. They will set goals, log miles, and raise critical funds for this lifesaving mission.

We have three in-person events this summer across the entire state, including regions with significant traffic. Your brand will have exposure at our group sunset stand-up paddle board in Portland, the group roadbike ride in York County, and the group hike around Penobscot County, in addition to wherever our participants do their self-guided activities.



SPONSORSHIP OPPORTUNITIES

All sponsor level benefits include:

- Affiliation with LifeFlight, recognized internationally for safety, innovation and leadership in emergency medicine and critical care transport.
- Broad exposure across the state through multiple media channels including TV, web, social media and print.
- Opportunity to connect with hundreds of participants, their friends and family, and other sponsors interested in Maine's outdoor community and health and wellness.

Additional benefits for applicable levels:

BENEFITS	Exclusive Presenting Sponsor \$25,000	Beacon Sponsor \$10,000	Hope Sponsor \$5,000	Inspire Sponsor \$2,500	Support Sponsor \$1,000
	1 AVAILABLE	4 AVAILABLE	8 AVAILABLE	10 AVAILABLE	5 AVAILABLE
Company name/logo displayed as Presenting Sponsor in all Cross for LifeFlight materials, including premium placement in advertisements, emails, posters/flyers, event website, etc.	✓				
LifeFlight of Maine base/hangar tour for small group of individuals	✓				
Company name/logo displayed as watermark on all participant uploaded photos	✓				
Opt-in for multiple years of sponsorship; first refusal next year	✓				
Complimentary entries for participants (fundraising minimum of \$350 per participant)	✓ 5 entries	✓ 3 entries	✓ 2 entries	✓ 1 entry	
Opportunity for signage displayed at in-person events	✓	✓			
Opportunity to provide branded (outdoor themed) giveaways in participant kit	✓	✓			
Logo displayed on Cross for LifeFlight event website	✓	✓	✓	✓	✓
Acknowledgement on LifeFlight of Maine / Cross for LifeFlight social media and newsletters	✓ 4+ mentions	✓ 3 mentions	✓ 2 mentions	✓ 1 mention	✓ 1 mention

2023 STATS AND HIGHLIGHTS

TOTAL IMPACT

- 105 participants
- 1,500 donors
- \$233,000 raised
- 4,000 miles crossed from all points in Maine and beyond from participants running, biking, hiking, swimming, paddling, walking their dog, or just getting outside

DIGITAL VISIBILITY

- more than **9,500** pageviews in 2023 on the event website

ADVERTISING PLACEMENT & MEDIA COVERAGE

- Bangor Daily News
- Bethel Citizen
- Forecaster
- MDI Islander
- Maine Magazine
- News Center MAINE
- Portland Press Herald
- Town Square Media (Augusta, Bangor, MDI)
- WLBZ
- WGME



LIFEFLIGHT'S IMPACT

As Maine's only air medical service, LifeFlight has safely cared for more than 38,000 patients since 1998.