



ABOUT OUR ANNUAL SOFTBALL TOURNAMENT

The Maine Strong Memorial Foundation was created in response to the mass shooting that took place in Lewiston, Maine on October 25, 2023. What began as a grassroots effort within the local softball community quickly grew into a large-scale community fundraiser dedicated to supporting the families of the 18 lives lost, survivors, and others directly impacted by the tragedy.

With support from presenting sponsor Hammond Lumber Company, the Foundation organized the inaugural Lewiston Strong Memorial Benefit Softball Tournament — a 25-team community event that brought together local businesses, volunteers, first responders, families, and supporters from across Maine.

The event featured:

- Competitive softball games
- Community raffles
- Food trucks and local vendors
- Fundraising apparel sales
- Special appearances from community supporters, including Lewiston native Patrick Dempsey

In just two weeks, the effort raised an incredible \$207,853 to support victims' families and survivors.

To help ensure transparency and proper distribution of funds during the rapid response effort, the Foundation partnered with the Lewiston-Auburn Metropolitan Chamber of Commerce, which assisted in managing and distributing donations directly to affected families.

Since that first event, the Foundation has continued to host the annual Maine Strong Memorial Softball Tournament each year, growing from 25 teams in its inaugural year to nearly 50 teams in its second year. The annual tournament continues to bring communities together to honor those impacted, support survivors and families, and raise funds for individuals facing hardship across Maine.

A portion of proceeds from the annual tournament also continues to support the Maine Resiliency Center and its ongoing efforts to provide resources, healing, and support for survivors and others impacted by the Lewiston tragedy.





2026 SOFTBALL TOURNAMENT SPONSORSHIP OPPORTUNITIES

Tournament Features:

- Up to a 25-Team Tournament
- 500+ Estimated Event Attendees & Foot Traffic
- Tournament App
- Local Food Trucks
- Kids Play Area
- Craft Fair
- Apparel
- & More!

Dates:

October 3 & 4, 2026

Locations:

Ron Morin Memorial Fields, Lewiston

Joe Walker Memorial Field &
Tricia Asselin Memorial Field, Auburn



 MAINESTRONGSPONSORSHIP@GMAIL.COM  MAINESTRONGFOUNDATION.ORG/SPONSORSHIPS



PLATINUM SPONSOR

\$2,500 0 AVAILABLE

EVENT VISIBILITY

- Premium Banner Recognition at Fields
- Logo Placement on Softballs

DIGITAL RECOGNITION

- Tournament App Visibility
- Website Recognition (May - December)
- Dedicated Sponsor Spotlight Post
 - Opportunity to include a team/business photo and custom quote
- Featured Blog Recognition

PARTICIPATION PERKS

- Reserved Team Entry
- 15 Tournament T-Shirts



GOLD SPONSOR

\$1,500

EVENT VISIBILITY

- Banner Recognition at Fields

DIGITAL RECOGNITION

- Tournament App Visibility
- Website Recognition (May - December)
- Dedicated Sponsor Spotlight Post
 - Opportunity to include a team/business photo and custom quote
- Featured Blog Recognition



BRONZE SPONSOR

\$500

DIGITAL RECOGNITION

- Featured in "Sponsor Spotlight" Social Media Post
- Featured Blog Recognition



SILVER SPONSOR

\$1,000

DIGITAL RECOGNITION

- Tournament App Visibility
- Rotating Website Banner Recognition (May-December)
- Featured in "Sponsor Spotlight" Social Media Post
- Featured Blog Recognition



FUN ZONE SPONSOR

\$750

EVENT VISIBILITY

- Premium Banner Recognition at Fun Zone

DIGITAL RECOGNITION

- Tournament App Visibility
- Featured in "Sponsor Spotlight" Social Media Post
- Featured Blog Recognition





2026 TOURNAMENT APP VISIBILITY

Our Tournament App will serve as the central hub for the entire tournament weekend, giving sponsors valuable exposure to players, families, volunteers, and attendees throughout the event.

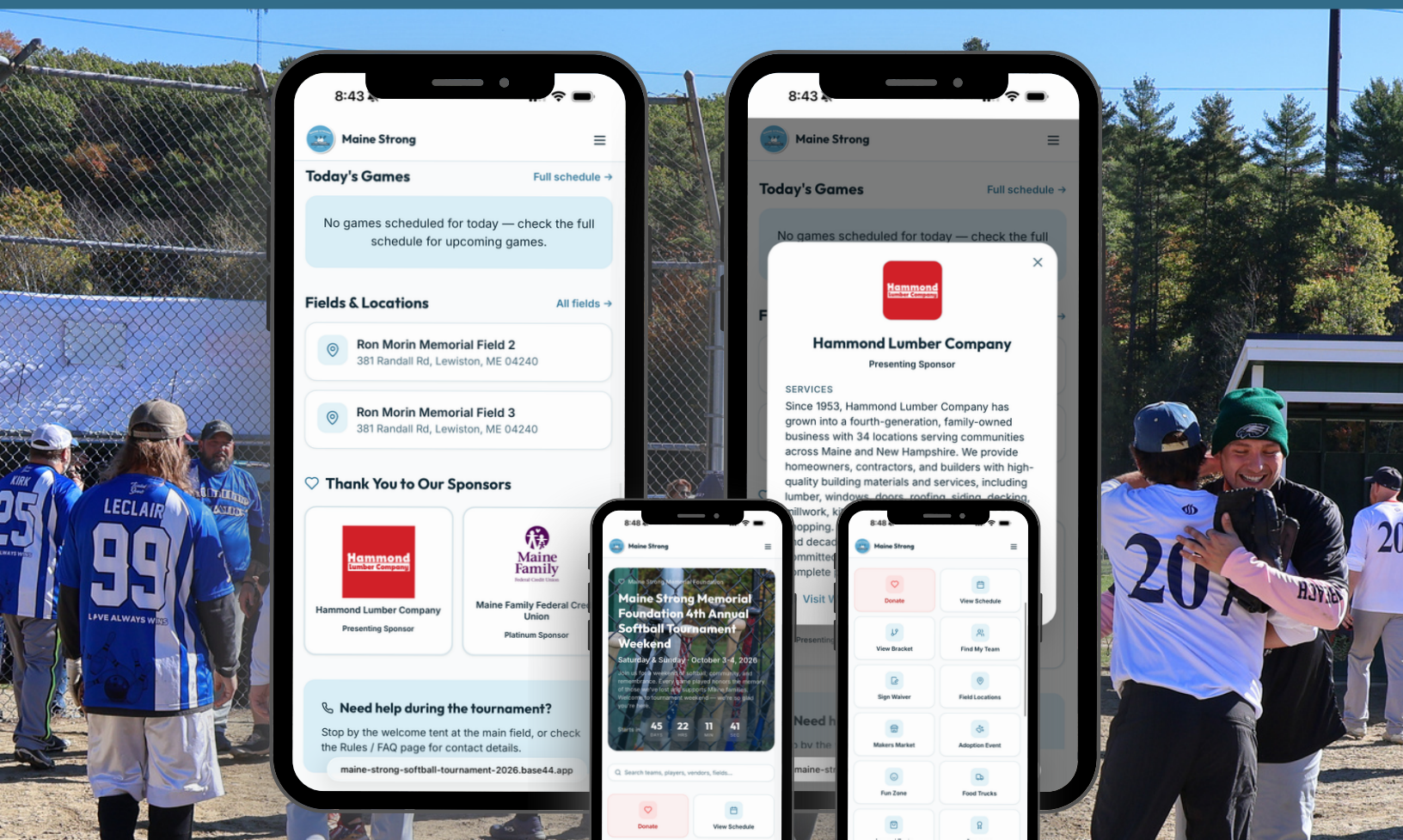
Every player will rely on the app to access live tournament brackets, game schedules, field locations, scores, and tournament updates, creating hundreds of views and repeat visits throughout the weekend.

The app will also serve as a guide for attendees, featuring:

- Live tournament brackets and schedules
- Team and game information
- Field locations
- Food trucks and vendors
- Maker's Market
- Fun Zone and Adoption Event
- Weekend activities and important updates
- Sponsor recognition and information

Because the app will be used before and throughout tournament weekend, sponsors receive more than a one-time logo placement. Their business is featured within a resource our tournament community will return to again and again.

✉ MAINESTRONGSPONSORSHIP@GMAIL.COM 🔗 [MAINESTRONGFOUNDATION.ORG/SPONSORSHIPS](https://mainestrongfoundation.org/sponsorships)





MAINE STRONG
MEMORIAL FOUNDATION

Impact By Numbers

JAN 1, 2026 - AUG 1, 2026

The analytics shown below reflect year-to-date performance from January 1 through August 1, 2026. As the Foundation continues to expand its community outreach, emergency relief efforts, fundraising campaigns, and annual events throughout the year, we anticipate continued growth across all platforms.



Facebook Views

+174K

Total Followers

2.8K ↑



Instagram Views

+57.5K

Total
Followers
772

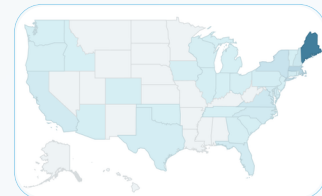
Top Locations

Lewiston
Auburn
Portland



Website Views

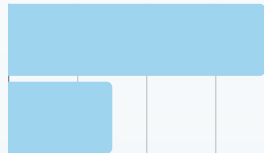
+1K



2026 Top Campaigns Across All Platforms

Emergency Relief Fund

Annual Softball Tournament



+\$650K

Raised for Maine Families in 2026

Raised Since Founding

EST. 2023

+\$1 MIL

Maine Strong Memorial Foundation



Maine Strong Memorial Foundation

2.8K followers · 27 following · 224 posts

501(c)(3) established after the Lewiston tragedy. Supporting Maine families & building hope. ❤️ #MaineStron... See more

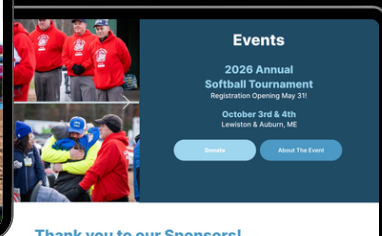
Nonprofit organization

Posts About Photos Videos More ▾

Links

Organic Views

100%



Thank you to our Sponsors!

Hammond
Lumber Company

Maine Family
Federal Credit Union

NEW! PLUMBING
of maine

VEHICLES