

Our Mission

Discover Downtown Westbrook engages residents, the business community, and the municipality to create a positive downtown environment by recruiting and retaining businesses, drawing people downtown by hosting and promoting events, and making downtown a walkable, livable, thriving destination.



Ways to get involved with DDW

We are a 501(c)(3) organization and exist because of our committees and volunteers and a strong board of directors. There are many ways to get involved with us to support Westbrook's downtown including volunteering at events, joining an event planning or standing committee and sponsoring or donating to support our work. Join us, the City and our community partners to help make Westbrook a great place to live, work and play! **THANK YOU for supporting the future of YOUR downtown!**



Our Vision

A vibrant, diverse, and all-inclusive community along the shores of the Presumpscot River, Downtown Westbrook is a place where residents and visitors alike are proud to Live, Work, and Play. Our Downtown is celebrated for its unique history, active arts scene and unmatched Riverwalk – and our Main Street restaurants and businesses offer welcoming, accessible, and attractive places to gather.



Packet Overview

- 1 [About DDW](#)
- 2 [Overview & Contact Us](#)
- 3 [Become a Partner](#)
- 4 [Event Sponsorship Discount Menu](#)
- 5 [Downtown Map](#) – A resource for residents and visitors which is updated and printed yearly.
- 6 [Winterfest](#) – A free event for families to enjoy the last days of winter.
- 7 [Westbrook Discovered Gala](#) – A ticketed, formal, and celebratory event with live music, food, and silent auction.
- 8 [Paper City Pitch](#) – A friendly contest to award local small businesses cash prizes.
- 9 [Annual Meeting](#) – Celebrate the last fiscal year and look forward to the next.
- 10 [Vallee Square Concert Series](#) – 6 weeks of free live music at a unique outdoor venue in the heart of downtown.
- 11 [Maine Outdoor Film Festival](#) – A three-hour screening of MOFF's best outdoor films both made in Maine and internationally.
- 12 [Run the River 5K](#) – A Halloween-themed road race and kid's fun run along the scenic Presumpscot River.

Contact Us

Amy Grommes Pulaski

Executive Director

amy@downtownwestbrook.com

Aerin Young

Event & Volunteer Coordinator

aerin@downtownwestbrook.com

info@downtownwestbrook.com

Become a Partner and Support Our Mission

We created a partnership program in order to develop strong relationships with the businesses in our downtown and beyond – we strive to learn about each one and support them, just as they support us.



Partners receive:

- Logo on DDW website
- Logo on DDW community & business newsletters (nearly 2000 combined subscribers)
- Public recognition at DDW Annual Meeting and on Social Media (over 5,500 followers across platforms)
- 10% off Event Sponsorships
- Donations are tax deductible

If you are interested in supporting our mission to make the downtown a walkable, livable, thriving destination, please contact us to set up a meeting.



Contributions are made annually and the level varies based on number of employees you have.

Number of Employees	Suggested Donation
1 to 9	\$250
10 to 24	\$500
25 to 99	\$1,000
100+	\$2,000



Become a Partner *and Receive Event Sponsorship Discounts*

Partners get 10% off Event Sponsorships!

downtownwestbrook.com/partners-sponsors

Sponsorship Amount	Sponsorship with Partner Discount	Sponsor Title	Event
\$7,500.00	\$6,750.00	Stage	<ul style="list-style-type: none"> Vallee Square Concert Series (2) Six weeks of concerts
\$5,000.00	\$4,500.00	Presenting Only one available per event	<ul style="list-style-type: none"> Winterfest Pitch Contest Gala Run the River Downtown Map
\$2,500.00	\$2,250.00	River	<ul style="list-style-type: none"> Winterfest Pitch Contest Gala Vallee Square Concert Series Run the River Downtown Map (2)
\$1,000.00	\$900.00	Downtown	<ul style="list-style-type: none"> Winterfest Pitch Contest Gala Annual Meeting Vallee Square Concert Series Maine Outdoor Film Festival Run the River
\$750.00	\$675.00	Green	<ul style="list-style-type: none"> Winterfest Pitch Contest Gala Annual Meeting Maine Outdoor Film Festival Run the River
\$500.00	\$450.00	Community	<ul style="list-style-type: none"> Winterfest Pitch Contest Gala Annual Meeting Maine Outdoor Film Festival Run the River





The Downtown Westbrook Map is a resource for visitors and people who have just moved to the city. It is a tool to find your way to shops, services, restaurants, parks, and more.

The map will list businesses from Main Street, William Clarke, Brown Street, Cumberland, and any other roads in the downtown district.

The map is distributed at our community events and can be found in our Main Street office, City Hall, and the Community Center. Thousands of copies will be made of this map will be printed and a copy will live on the DDW website.

Date: Year-round

Location: Downtown

Audience: Visitors and new residents

Expected Attendance: 1000+

Volunteers Needed: 0

Downtown Map Sponsor Benefits	River Sponsor \$2,500 2 available	Presenting Sponsor \$5,000 Only 1 available
Logo on social media, website, and email newsletter	✓	✓
Logo(s) on front of map	✓	✓
Logo and QR code to business website on back of map	✓	✓
Logo on the map with an arrow pointing to the business office		✓
Exclusive sponsorship		✓

Partners get 10% off event sponsorships! Refer to discount menu.



Westbrook Winterfest is one of Discover Downtown Westbrook's most popular, large-scale signature events, with a goal of bringing the community together to enjoy outdoor activities in the cold of the Maine winter.

This event continues to grow in popularity, attracting young families and community members from Westbrook and many surrounding communities.

The day is filled with performances and fun. We have juggling and fire throwing, as well as a river rescue and K9 demonstration. We provide caricature artists, bounce houses, slides, face painting, horse and wagon rides, a petting zoo, a S'mores station, and more!

Date: March 7, 2026

**Location: Riverbank Park,
Downtown Westbrook**

**Audience: Young Families and
Community Members**

Expected Attendance: 2500+

Volunteers Needed: 20+

Winterfest Sponsor Benefits	Community \$500	Green \$1000 <small>Only 1 available</small>	Downtown \$1,000	River \$2,500	Presenting \$5,000 <small>Only 1 available</small>
Logo on social media, website, and email newsletter	✓	✓	✓	✓	✓
Sign with sponsor logo on recycling and compost bins	n/a	✓	n/a	n/a	n/a
Onsite table or tent space available			✓	✓	✓
Name inclusion in stage announcements				✓	✓
Winter Market named after sponsor				✓	n/a
Business logo sticker on every s'mores kit					✓
WinterFest presented by... with stage announcement					✓

Partners get 10% off event sponsorships! Refer to discount menu.



Join us as we host our 2nd Annual DDW Gala! The Gala is our way to bring our community together to celebrate all that is good in downtown Westbrook! It's an opportunity to connect with sponsors, partners, local businesses, volunteers and most especially those who love downtown Westbrook! We envision a night of delicious food, live music, dancing, and more! Stay tuned for more information about a silent auction too! There IS a buzz in downtown Westbrook- let's celebrate!

Date: May 2, 2026

Location: TBD

Audience: Westbrook community members, friends, business owners, employees, local and regional partners, nonprofits, City elected officials, City staff, DDW staff, board, and volunteers.

Expected Attendance: 100

Volunteers Needed: 15

Gala Sponsor Benefits	Community \$500	Downtown \$1,000	River \$2,500	Presenting \$5,000 only 1 available
Logo on social media, website, and email newsletter	✓	✓	✓	✓
Advertisement in gala program/menu	Name only	Logo Small	Logo Medium	Logo Large
Tickets to the Gala	1	2	4	6
Business name mentioned in press release			✓	✓
Auction named after business with signage on auction table			✓	n/a
Speaking opportunity during the Gala				Opening remarks
"Gala made possible by..." during opening and closing remarks				✓
Right of first refusal as Presenting Sponsor for next year of the Gala				✓
Designated table at the event for 6 people				✓
Exclusive downtown tour facilitated by staff				✓

Partners get 10% off event sponsorships! Refer to discount menu.



DDW hosts an annual meeting to discuss the success of the previous year and look forward to the many projects ahead. Staff, board members, and volunteers are invited as well as any interested person from the community.

Food and beverages are provided by a local restaurant and the meeting takes place at a downtown Westbrook business.

This event is a great opportunity to connect within the organization, to learn more about DDW, and to recognize all the wonderful people that are involved. Volunteers are recognized for their service, awards are given, and partners are recognized, and are thanked for their contributions.

Date: June 26, 2026

Location: TBD

Audience: DDW staff, board members, volunteers, city staff, community members

Expected Attendance: 50 to 100 people

DDW Annual Meeting	Community \$500	Green \$750 <i>Only 1 available</i>	Downtown \$1,000
Logo on social media, website, and email newsletter	✓	✓	✓
Signs with business logo on recycling and compost bins		✓	N/A
Included as sponsor for the Year End Report, Agenda, and additional programming.			✓
“DDW Annual Meeting presented by...” with event announcements and photo opportunities, and on invitation.			✓

Partners get 10% off event sponsorships! Refer to discount menu.

VALLÉE SQUARE CONCERT SERIES



Westbrook is well known for its deep music roots. It is the birthplace to world famous music luminaries Rudy Vallee and Al Hawks. To honor this rich music history, Discover Downtown Westbrook, in partnership with the City of Westbrook, launched the Vallee Square Concert series in summer 2020. Since its inception, the concert series has attracted thousands of people from Westbrook and beyond.

Seven concerts are scheduled on Thursday evenings in July and August. Partnerships with local high schools and music schools provide young musicians to open the evenings with their performances at 6:30.

Vallee Square sits at the top of the scenic Westbrook Riverwalk. The concert series offers space for seating, bar, and a bike valet. The venue is nestled in the heart of downtown Westbrook within walking distance to a number of restaurants and shops.

Date: 7 weeks in July & August 2026

Location: Vallee Square, Downtown Westbrook

Audience: Music lovers, young professionals, and people of all ages.

Expected Attendance: 4000+ (over 7 weeks)

Volunteers Needed: 15+

Vallee Square Summer Concert Series Sponsor Benefits	Downtown \$1,000	River \$2,500	Sound \$5,000 Only 1 available	Stage \$7,500 Only 2 available <i>Sold out</i>
Logo on social media, website, and email newsletter	✓	✓	✓	✓
Logo and mentions on media platforms weekly during the show weeks	✓	✓	✓	✓
Logo on event signage during show	✓	✓	✓	✓
Logo on t-shirt	Business name	Logo	Logo	Logo
Speaking opportunity on stage		✓	✓	✓
Prominent signage at the event		Sign on DDW table	Sign by sound table	Banner on stage
Prominent positioning on the DDW event page with large logo and link to business website			✓	✓
Businesses name drop at each show				✓
Business name drop during any radio promotions				✓

Partners get 10% off event sponsorships! Refer to discount menu.



The Maine Outdoor Film Festival (MOFF) tours the northeast with specially curated screenings at a multitude of locations including parks, fields, businesses, and schools.

This two-hour screening event at Riverbank Park in Westbrook is produced in partnership with MOFF, Discover Downtown Westbrook and The City of Westbrook.

Date: TBD

Location: Riverbank Park, Westbrook

Audience: Community members, local business owners, artists, families, film fans

Expected Attendance: 50+

Volunteers Needed: 5

Maine Outdoor Film Festival Sponsor Benefits	Community \$500	Green \$750 Only 1 available	Downtown \$1,000
Logo on social media, website, and email newsletter	✓	✓	✓
Sign with sponsor logo on recycling and compost bins	n/a	✓	n/a
Onsite table or tent space available			✓
Name inclusion in opening remarks			✓

Partners get 10% off event sponsorships! Refer to discount menu.



The Run the River 5K is a race along a scenic route that starts at Riverbank Park and follows the Presumpscot River, winding through picturesque downtown Westbrook. This event continues to grow in popularity, attracting runners, fitness and outdoor enthusiasts from throughout the eastern US and even Canada.

Runners enjoy taking in the scenes of natural and cultural beauty along the race route, such as views of Westbrook's renowned Saccarappa Falls, architectural marvels in old Frenchtown, and sites in the nationally recognized Cumberland Mills Historic District.

After the race, runners can treat themselves to a great meal and/or drink at any number of downtown Westbrook's acclaimed restaurants and breweries.

Date: October 25, 2026

**Location: Riverbank Park
(Route along the Riverwalk and downtown)**

**Audience: Runners,
Community Members, and
Outdoor and Fitness
Enthusiasts**

Expected Attendance: 300+

Volunteers Needed: 20+

Run the River Sponsor Benefits	Community \$500	Green \$750 Only 1 available	Downtown \$1,000	River \$2,500	Presenting \$5,000 Only 1 available
Logo on social media, website, and email newsletter	✓	✓	✓	✓	✓
Opportunities for swag in racer gift bags	✓	✓	✓	✓	✓
Logo/ business name on Race T-Shirts	Business name	Logo Small	Logo Small	Logo Medium	Logo Large
Free Individual registration	2	4	6	8	10
Sign with sponsor logo on recycling and compost bins	N/A	✓	N/A	N/A	N/A
Onsite table or tent space available at race			✓	✓	✓
Half or Full page AD in race packet			Half	Half	Full
Logo/business name displayed at Water Station				✓	✓
"Run the River presented by..." with before & after race announcements					✓
Banner over Main Street with business logo					✓

Partners get 10% off event sponsorships! Refer to discount menu.



Placemaking is the art of creating community in public places. Its roots were born during Urban renewal when buildings were being torn down for being old. There became a groundswell of support to save historic buildings, downtowns and to further design cities for people, not for cars. Placemaking creates and programs community places and spaces by and for the community.

Westbrook Common is pocket park in the heart of the downtown and an ideal location for a placemaking project. In this space, DDW advocates for art installations and hosts programs such as live music, bike rides, markets, dance, fitness, art classes and more. We partner with Westbrook Public Schools to offer free summer lunches, Walker Memorial Library to host story hours, and Westbrook Safe Mobility and Access Committee to host local bike rides around Westbrook.

This year our goals are to introduce new audiences to Westbrook Common, use it in new ways, and expand our promotional strategies.

Season: May - November 2026

Location: Westbrook Common, Downtown Westbrook

Audience: Music lovers, young professionals, art enthusiasts, retirees, people of all ages, residents, and visitors

Events: In 2024 we hosted 88 events, including music, movies, markets, exercise, 7 weeks of free summer lunches to youth, and more

Expected Attendance: 1500 throughout the season

Westbrook Common Placemaking	Downtown Sponsor \$1,000	Arts & Culture Sponsor \$2500	Westbrook Wellness Sponsor \$3500	207 Music Series Sponsor \$5,000	Founding Partner \$15,000 (only 1 available)
Logo on website and every summer email newsletter	✓	✓	✓	✓	✓
Mentions on media platforms weekly during the relevant events and verbally at the events	Social Media promotion monthly Jun-Oct	Arts Events	Wellness Events	Music Events	All Events
Logo on event signage during relevant events		Arts Events	Wellness Events	Music Events	All Events
Speaking opportunity at events				Music Events	All Events
Prominent positioning on the DDW event page with large logo and link to business website				✓	✓
Bus Promotion					✓



This year we are launching the Paper City Pitch Contest to spotlight Westbrook's entrepreneurial spirit. Six finalists are chosen to pitch their ideas and dreams for their business in front of a live audience at Mast Landing Brewing. Prizes are awarded for 1st Place (\$5000) and Runner up (\$2000) and a special People's Choice Award (\$1000) based on voting at the event. This promises to be a fun and inspirational evening.

Date: January 2027

Location: Owlbear's Rest
(506 Main St)

Audience: Community members, local business owners, entrepreneurs, creatives

Expected Attendance: 100+
Volunteers Needed: 5

Paper City Pitch Sponsor Benefits	Community \$500	Green \$750 <small>Only 1 available</small>	Downtown \$1,000	River \$2,500	Presenting \$5,000 <small>only 1 available</small>
Logo on social media, website, and email newsletter	✓	✓	✓	✓	✓
Sign with sponsor logo on recycling and compost bins	n/a	✓	n/a	n/a	n/a
Onsite table space available			✓	✓	✓
Name inclusion in stage announcements				✓	✓
Sign with business logo at food table and bar				small logo	large logo
Speaking opportunity					✓
One seat on the panel of judges					✓
Paper City Pitch presented by... announcement					✓

Partners get 10% off event sponsorships! Refer to discount menu.



THANK YOU

Thank you for partnering with Discover Downtown Westbrook and sponsoring our events!

Your support strengthens our work to engage the community, support local businesses, and create a welcoming, walkable, and vibrant downtown.

Because of you, Westbrook continues to grow as an inclusive place to live, work, and play—celebrated for its history, arts, riverfront, and thriving Main Street.

Contact Us

Amy Grommes Pulaski

Executive Director

amy@downtownwestbrook.com

Aerin Young

Event & Volunteer Coordinator

aerin@downtownwestbrook.com

info@downtownwestbrook.com