



*2026*  
Union Leader  
**EVENTS**

NEW HAMPSHIRE  
**UNION LEADER**

Open up New Hampshire.

*The New Hampshire Union Leader hosts a variety of events throughout New Hampshire focused on connecting the community, recognizing outstanding citizens and making New Hampshire a better place to live.*

*The combination of recognition at the event and exposure in our trusted print and digital media products creates valuable, statewide exposure for your company. Contact us for more details on specific sponsorship options for each event.*



NEW HAMPSHIRE  
**UNION LEADER**

Open up New Hampshire.

# Contents

<b>Leaders</b>	<b>4</b>
<b>40 Under Forty</b>	<b>6</b>
<b>Spelling Bee</b>	<b>10</b>
<b>Heroes</b>	<b>12</b>
<b>Silver Linings Nashua</b>	<b>14</b>
<b>Silver Linings Seacoast</b>	<b>16</b>
<b>Silver Linings Manchester</b>	<b>18</b>
<b>WickedSTEM</b>	<b>20</b>

# LEADERS:

## A CELEBRATION OF NEW HAMPSHIRE SPORTS CHAMPIONS



**Event Date:** Sunday, February 1, 2026  
**Manchester Country Club, Manchester, NH**  
**Attendance:** 200

Show your company's support for community athletics and local athletes by sponsoring this inspirational event.

***The Leaders: A Celebration of Sports Champions*** is New Hampshire's premier annual sports recognition event honoring youth, high school, college, and amateur athletes from across the state as well as coaches, officials, and sport volunteers.

### Awards Presented:

- Clark Officials Awards
- Smith Coaches Awards
- Ty Abate Award
- William Loeb Scholar-Athlete Award
- Carl Lundholm Memorial Award
- NH Union Leader Athletes of the Month
- Robert "Red" Rolfe and Jenny Thompson Awards for Male and Female Athletes of the Year

### Event Marketing:



**Union Leader &  
Sunday News**  
20 ads



**Unionleader.com**  
50,000  
impressions



**Social Media**  
(110,000 followers)  
10 posts



**Attendees**  
200

# LEADERS:

## A CELEBRATION OF NEW HAMPSHIRE SPORTS CHAMPIONS

**Event Date: Sunday, February 1, 2026**  
**Manchester Country Club, Manchester, NH**  
**Attendance: 200**

### **Sponsorship Opportunities:** **Deadline: January 9, 2026**

#### **Pre Reception Sponsor \$2,500**

- Company logo on print ad promoting event in New Hampshire Union Leader and Sunday News
- Company logo on Web page promoting the event
- Company thanked on stage
- Half page ad in program booklet
- Opportunity to bring stand up banner for pre-reception area
- Logo in digital gallery of the event on the Union Leader Website

#### **Wrist Band Sponsor \$1,000**

- Wrist Band with company logo on it
- Half page ad in program book
- Company logo on event promotions

#### **Program Book Ads**

Full page: \$250

Half page: \$125

#### **Registration Area Sponsor \$1,500.00**

- Company logo on print ad promoting event in New Hampshire Union Leader and Sunday News
- Company logo on Web page promoting the event
- Company thanked on stage
- Half page ad in program booklet
- Opportunity to bring stand up banner for registration area
- Two tickets to the event

#### **Foam Stress Ball Sponsor \$1,300**

- Foam stress basketball, soccer ball, baseball or football with company logo produced by Union Leader to be given to guests
- Half page ad in program book
- Company logo on event promotions
- Two tickets to the event

2026

# 40

NEW HAMPSHIRE  
UNION LEADER

## UNDER Forty



*NEW HAMPSHIRE'S PREMIER  
EVENT AND PUBLICATION  
HONORING OUR STATE'S MOST  
INFLUENTIAL YOUNG LEADERS.*

**Event Date: Wednesday, March 4, 2026**  
**Attendance: 500**

New Hampshire Union Leader has been recognizing the state's most influential young professionals for 24 years. These individuals are the state's future and will help shape the business, educational and financial environment for years to come. There are currently 960 alumni with many that continue to support and attend this event.

40 Under Forty recipients represent all industries in New Hampshire including legal, financial, tech, healthcare, public service, and more. While all of the recipients are successful in their career, it is their commitment to the community that often is why they were chosen for this honor.

Past winners include Bode Miller, Kelly Ayotte, Frank Guinta, Jodi Piccoult, John E. Sununu, Tom Daly, Greg Baxter and Kathleen Reardon.

Aligning your organization with this event provides not only branding and networking opportunities but aids in future recruitment.

Join as us we honor the class of 2026!

### Event Marketing:



**Union Leader &  
Sunday News**  
30 ads



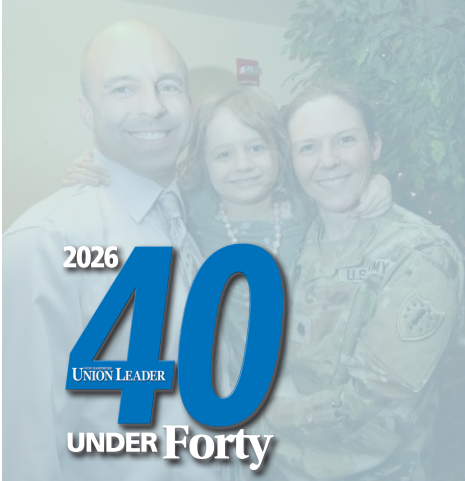
**Unionleader.com**  
100,000  
impressions



**Social Media**  
(110,000 followers)  
25 posts



**Attendees**  
500



**Event Date: Wednesday, March 4, 2026**  
**Attendance: 500**

**Sponsorship Opportunities:**  
**Deadline: February 17, 2026**

**Presenting Sponsor \$5,000**

- Event to be listed as "NH Union Leader's 40 Under Forty, presented by Your Company Name"
- Provide Welcome remarks on stage
- Company logo and website link on event website
- Company Logo in photo of winners
- Company logo on event marketing materials and onsite signage
- Company logo on presentation slides during event
- Company Stand Up Banner displayed during cocktail reception banner provided by company
- Full page ad in special section announcing winners
- 8 Tickets to the event

**Registration Sponsor \$2,500**

- Sponsor provided stand up banner at event registration table
- Logo on name badges
- Logo on online registration form
- Company logo on event website
- Half page ad in special section announcing winners

**Partner Sponsor \$4,000**

- Company logo and website link on event website
- Company logo on event marketing materials and onsite signage
- Company thanked on stage
- Company Stand up banner displayed at cocktail reception banner provided by company
- Exclusive cocktail reception sponsor
- Company branded napkins, signage at bar, and specialty cocktail named after company
- Full page ad in special section announcing winners
- 6 tickets to the event

**Video Sponsor \$1,750**

- Your video, max 30 seconds, to be shown during awards presentation
- Quarter page ad in special section
- Company mentioned on Social Media
- Company logo on onsite signage
- Company logo on event website
- 2 tickets to the event



**Event Date: Wednesday, March 4, 2026**  
**Attendance: 500**

**Sponsorship Opportunities:**  
***Deadline: February 17, 2026***

**Gold Sponsor \$2,500**

- Company stand up banner at cocktail reception provided by company
- Half Page ad in special section announcing winners
- Company mentioned on Social Media
- Company logo on onsite signage
- Company logo on event website
- 4 tickets to the event

**Silver Sponsor \$1,750**

- Half Page ad in special section announcing winners
- Company mentioned on Social Media
- Company logo on onsite signage
- Company logo on event website
- 4 tickets to the event

**Bronze Sponsor \$999**

- Quarter page ad in special section announcing winners
- Company mentioned on Social Media
- Company logo on onsite signage
- Company logo on event website
- 2 tickets to the event

## **Top reasons to sponsor a New Hampshire Union Leader event:**

- Statewide exposure in the Union Leader and on UnionLeader.com
- Access to your target market
- Company recognized on social media platforms (101,000+ followers across all platforms)
- Recognition by NH residents as a company that puts community first

Union Leader

# STATE SPELLING BEE



**Event Date: Saturday, March 28, 2026**  
**Memorial High School, Manchester, NH**  
**Attendance: 100**



**'BEE' a part of something excellent!**

**Your brand in front of New Hampshire teachers, students, and their families.**

The state's best spellers from elementary and middle schools across the state will gather for a one-day spelling extravaganza at Memorial High School in Manchester. The top speller will go on to represent New Hampshire in the Scripps National Spelling Bee in Baltimore, Maryland.

## **Sponsorship Opportunities:**

**Deadline: February 27, 2026**

### **Gold Sponsor – \$1,500**

- Opportunity to put a branded item in the student's goodie bag
- An E-Blast exclusive to be sent to all students/families that are school champions (approximately 100)
- Banner displayed at the Bee finals on March 22, 2025
- Half page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### **Silver Sponsor – \$1,000**

- Flyer or marketing item of your choosing to be sent to all students/families that are school champions (approximately 100)
- Banner displayed at the Bee finals on March 22, 2025
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### **Bronze Sponsor – \$750**

- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### **Competition Sponsor – \$3,000**

- The stage of competition will be supported by "your company"
- One of the two rooms for the final competition will be named for your company
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

*More sponsorship packages on next page*

NEW HAMPSHIRE  
**UNION LEADER**  
Open up New Hampshire.

PO Box 9555, Manchester, NH 03108 • 603-668-4321 • [UnionLeader.com](http://UnionLeader.com)

## Sponsorship Opportunities:

### Lunch Sponsor – \$3,500

- Individually wrapped lunches with company logo produced by Union Leader to be given to all spellers
- Company banner to be displayed in the lunch room at the event
- Flyer of your choosing to be sent to all students/families that are school champions (approximately 100)
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Listed as lunch sponsor on agenda
- Logo on Spelling Bee E-Blast to families

### Bag Sponsor – \$1,200

- Opportunity to place a company flyer in bag given to all participating school champions (approximately 100)
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### Branded Water Bottle Sponsor – \$1,500

- Water bottle with company logo produced by Union Leader to be given to all spellers
- Flyer of your choosing to be sent to all students/families that are school champions (approximately 100)
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### T-Shirt Sponsor – \$2,000

- Company logo to be printed on spelling bee t-shirt given to all school champions (approximately 100)
- Flyer of your choosing to be sent to all students/families that are school champions (approximately 100)
- Quarter page ad in the New Hampshire Sunday News to run alongside the Spelling Bee feature prior to the Bee
- Logo and company link on [UnionLeader.com/spellingbee](http://UnionLeader.com/spellingbee)
- Logo on Spelling Bee E-Blast to families

### Lanyard Sponsor – \$900

- Logo on minimum of 6 full-color print ads promoting the spelling bee in the New Hampshire Union Leader and Sunday News
- Lanyards with company logo produced by Union Leader to be worn by all spellers
- Quarter-page advertisement in the spelling bee program book distributed to spellers and their families (at least 100 people expected)
- Logo projected on stage at the Spelling Bee
- Logo on Spelling Bee E-blast to participants and teachers



## Event Marketing:



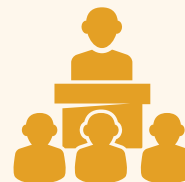
**Union Leader &  
Sunday News**  
6 ads



**Unionleader.com**  
(January - March)  
50,000 impressions



**Social Media**  
(110,000 followers)  
8 posts



**Attendees**  
100

# NEW HAMPSHIRE HERO AWARDS

Event Date: May, 2026

Venue: TBA

Attendance: 100



New Hampshire  
**HEROES**

Heroes don't come along every day. But when the moment arrives when split-second decision making and instinct take over, it's nice to know that there are people who will rise to the occasion.

Each spring, the New Hampshire Union Leader honors residents who have risked their lives to save or attempt to save the life of another during the previous year.

## Sponsorship Opportunities:

### Presenting Sponsor – \$5,000

- **SOLD** Presenting sponsor
- Event to be listed as the 2026 New Hampshire Union Leader Hero Awards
- Logo on all print and online ads for the event
- Recognition as presenting sponsor in the series of front page stories in the NH Union Leader and Sunday News profiling the recipients and promoting the awards ceremony
- Speaking role and presentation of award at the event
- Company banner prominently displayed at the event
- Full page ad in the event program book

### Reception Sponsor – \$1,500

- Logo on all print and online ads for the event
- Recognition as a sponsor in the series of front-page stories in the NH Union Leader
- Company banner prominently displayed in registration area
- Full page ad in the event program book





# 3<sup>RD</sup> ANNUAL SILVER LININGS EXPO NASHUA



**Event Date: Saturday, May 16, 2026**  
**Bishop Guertin High School, Nashua, NH**  
**Attendance: 400+**

The third annual free expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

## *Planned vendor offerings include:*

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

## Event Marketing:



**Union Leader &  
Sunday News**  
38 ads



**Unionleader.com**  
50,000  
impressions



**Social Media**  
(110,000 followers)  
20 posts



**Attendees**  
400+



# 3<sup>RD</sup> ANNUAL SILVER LININGS EXPO NASHUA



**Event Date: Saturday, May 16, 2026**  
**Bishop Guertin High School, Nashua, NH**  
**Attendance: 400+**

## Sponsorship Opportunities:

**Deadline: Monday, May 4, 2026**

### Presenting Sponsor \$5,000

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

### Supporting Sponsor \$2,500

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

### Partner \$1,000

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Include item in goody bag given to all attendees

### Additional Items

*These options can be added to any of the packages listed above*

- Refreshment Sponsorship – **\$1,000**  
Signage at coffee break stations listing company as sponsor of refreshments
- Goody Bag Sponsor – exclusive opportunity **\$1,000**  
Company logo to be placed on the outside of the bag along with the Union Leader Logo
- Breakout session speaking spot (based on availability) – **\$500**

### Vendor Table

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



# INAUGURAL SILVER LININGS EXPO SEACOAST



**Event Date: Saturday, June TBA, 2026**  
**Seacoast, NH**

The inaugural Seacoast expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

## ***Planned vendor offerings include:***

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

## **Event Marketing:**



**Union Leader &  
Sunday News**  
38 ads



**Unionleader.com**  
50,000  
impressions



**Social Media**  
(110,000 followers)  
20 posts



**Attendees**  
400+



# INAUGURAL SILVER LININGS EXPO SEACOAST



**Event Date: Saturday, June TBA, 2026**  
**Seacoast, NH**

## **Sponsorship Opportunities:**

**Deadline: Monday, June 1, 2026**

### **Presenting Sponsor \$5,000**

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

### **Supporting Sponsor \$2,500**

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

### **Partner \$1,000**

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Include item in goody bag given to all attendees

### **Additional Items**

*These options can be added to any of the packages listed above*

- Refreshment Sponsorship – **\$1,000**  
Signage at coffee break stations listing company as sponsor of refreshments
- Goody Bag Sponsor – exclusive opportunity **\$1,000**  
Company logo to be placed on the outside of the bag along with the Union Leader Logo
- Breakout session speaking spot (based on availability) – **\$500**

### **Vendor Table**

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



**Event Date: Saturday, October TBA, 2026**  
**Manchester Community College**  
**Attendance: 400+**

The eighth annual free expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

***Planned vendor offerings include:***

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

**Event Marketing:**



**Union Leader &  
Sunday News**  
38 ads



**Unionleader.com**  
50,000  
impressions



**Social Media**  
(110,000 followers)  
20 posts



**Attendees**  
400+



**Event Date: Saturday, October TBA, 2026**  
**Manchester Community College**  
**Attendance: 400+**

### Sponsorship Opportunities:

**Deadline: Tuesday, September 29, 2026**

#### Presenting Sponsor \$5,000

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

#### Supporting Sponsor \$2,500

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

#### Partner \$1,000

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Include item in goody bag given to all attendees

#### Additional Items

*These options can be added to any of the packages listed above*

#### Refreshment Sponsorship – \$1,000

Signage at coffee break stations listing company as sponsor of refreshments

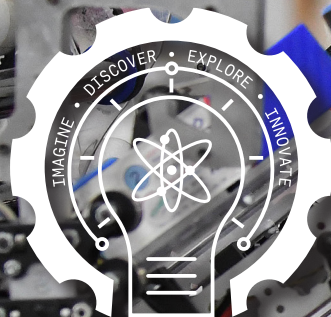
#### Goody Bag Sponsor – exclusive opportunity \$1,000

Company logo to be placed on the outside of the bag along with the Union Leader Logo

- Breakout session speaking spot (based on availability) – **\$500**

#### Vendor Table

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



# WICKED STEM

Northern New England STEM Expo

**Event Date: Saturday, September, 2026**  
**SNHU Athletic Complex, Manchester, NH**  
**Attendance: 1,100**

Join us at Wicked STEM and together we will educate, inspire and connect the youth of New England with the vast STEM community in the region. The mission of Wicked STEM is to cultivate and sustain the interest of youth in STEM careers by providing an exciting face-to-face experience where they will learn, engage and connect with local experts.

## **Sponsorship Opportunities:**

**Deadline: September 1, 2026**

- Three Exhibitor booth packages available
- Presenting sponsor
- Event lighting sponsor
- Stage sponsor
- Video sponsor
- Info booth sponsor
- Registration sponsor
- T-Shirt sponsor
- Bag sponsor

*See sponsorship book for full details*

## **Event Marketing:**



**Union Leader &  
Sunday News**  
40 ads



**Radio Spots**  
20



**Social Media**  
(110,000 followers)  
57 posts



**Attendees**  
1,100



NEW HAMPSHIRE  
**UNION LEADER**  
Open up New Hampshire.