

*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
- 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
- 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
- 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
- Logo on Spelling Bee E-Blast to families

*More sponsorship packages on next page*

**NEW HAMPSHIRE  
UNION LEADER**

Open up New Hampshire.

## 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