

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

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
- 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
- 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
- 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
- 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