



SPONSORSHIP OPPORTUNITY

www.billioneeggchallenge.org



Hosted by the Maine Lobstermen's Association and the Maine Lobster Community Alliance

WHAT IS THE BILLION EGG CHALLENGE?

The Billion Egg Challenge is a statewide competition to protect 1 billion lobster eggs in 2026 through a team V-notching competition.

All Maine lobstermen and students are invited to compete on a regional team representing southern, midcoast, or downeast Maine.

The challenge will re-ignite excitement around V-notching and showcase the industry's longstanding commitment to sustaining the lobster resource.

The public is invited to "support a team," follow the leaderboard, and support the challenge through social media, donations, and enjoying Maine lobster. Supporters of the winning team, or anyone who makes a donation, will be entered into a drawing to win **Free Lobster for a Year!**

The challenge will run from **July 1 through National Lobster Day on September 25.**

2026 TEAM LINEUP



DOWNEAST TAIL PINCHERS

Captains:
Sonny Beal
Jacob Knowles



MIDCOAST NOTCHMEN

Captains:
Brian Billings
John Tripp



SOUTHERN MAINE FUTURE CATCH

Captains:
Christian LaMontagne
Chris Welch

WHY SPONSOR THE BILLION EGG CHALLENGE?

The Billion Egg Challenge combines industry action with public excitement to celebrate Maine lobstermen's world-class stewardship practices.

Sponsors will help:

- Support Maine lobster's world class conservation program
- Fund research, education, outreach, and V-notch tools
- Support social media promoting the Maine lobster industry's conservation practices
- Share Maine lobster's sustainability story with industry partners, community supporters, and seafood consumers
- Gain recognition through challenge marketing and public outreach

SPONSORSHIP LEVELS		
Custom support amounts are welcome		
\$2,500	\$1,000	\$500
Featured in all marketing including press kits, social media promotions, and the Billion Egg Challenge website	Included in social media promotions and the Billion Egg Challenge website	Included on the Billion Egg Challenge website

To Sponsor or For More Information

www.billioneeggchallenge.org/sponsors

Contact Chris Payne: chris@mainelobstermen.org or call MLA at 207-967-4555