



THE NORTH CAROLINA  
SEAFOOD FESTIVAL

# SPONSORSHIP OPPORTUNITIES



2023



# TABLE OF CONTENTS



In its 37th year, The North Carolina Seafood Festival (NCSF), Inc. is a non-profit organization of Carteret County citizens and businesspeople, in conjunction with the Town of Morehead City, N.C.

Recognizing the importance of seafood to eastern North Carolina, The North Carolina Seafood Festival, Inc. is organized to develop and conduct a festival every year, the first full weekend in October, to: promote the positive social and economic impact of the seafood industry on the citizens of North Carolina; educate the public about seafood and its importance to the state economy; publicize the wide variety of local seafood indigenous to North Carolina and provide the opportunity for people to enjoy it; and boost tourism and recreation in eastern North Carolina during the non-summer months; establish a scholarship program for educational pursuits related to the seafood industry; and provide the opportunity for North Carolina non-profit, civic, church and educational organizations to raise funds through participation in the Festival.

Festival proceeds are shared with community organizations who donate their efforts to the event. Since 1987, over \$1.8 million has been dispersed among participating Carteret County non-profit groups.

[www.NCSeafoodFestival.org](http://www.NCSeafoodFestival.org)

Explanation of Sponsorship Benefits and VIP Perks	3
Optional Upgrades for All Sponsors	5
Presenting Sponsor	6
Major Sponsorships	6
Rear Admiral Sponsor	7
Captain Sponsor	7
Commander Sponsor	7
Lieutenant Sponsor	8
Activation (Vendor) Sponsorships	8
Festival Weekend Event and Area Sponsorships	9
Patron Sponsors	12
NC Seafood Festival Twin Bridges Road Race Sponsorships	14
Other Advertising Opportunities	16
Non-Festival Weekend Sponsorship Opportunities	
Bites & Blues Sponsorships	17
Wine & Brine Sponsorships	19
Sponsorship Commitment Form	21

# 2023 SPONSORSHIP BENEFITS AND VIP PERKS:

Opportunities available based on individual levels of sponsorship and organization's needs.

## Logo and/or Business Name on Festival Materials

Your logo and/or business name included on Festival materials such as sponsor banners, event brochures, electronic (available for printing and referencing through most mobile devices) and printed maps.

## Logo in Festival Media Buys and Promotional Trades

Your logo and/or business name included in media buys and trades promoting the Festival and its events. Your logo and/or business name may be recognized through Television (cable and network), Digital, Radio, and/or Print.

## Logo with Reciprocal Link on Website

Prominent placement of your logo with a reciprocal link back to your company's website. *333,000+ Pageviews and 108,000+ Users (October 1, 2021 - October 1, 2022)*

## Access to Festival Logo

Permission to use the NCSF logo (as it applies to our brand standards) in your company's advertising materials.

## Vendor Booth Space

Spaces begin at 10' x 10' for product sampling, distribution of information and promotional items.

## Social Media Posts

Posts, reels and videos created by NCSF highlighting your organization's brand leading up to the Festival, throughout the Festival weekend and/or post-Festival. *NCSF's social media platforms include over 54,000 followers as of January 2023.*

## PA Announcements from Main Stage

Stage announcements to highlight company partnership.

## Logo and/or Business Name included in Pre-Festival Event Programs

Events include the Opening Ceremony and the Sponsorship Breakfast.





### Digital Billboard Ad

Advertise your business or service on High-Definition LED screens in prime locations throughout the Festival footprint. This opportunity is ideal for branding campaigns, special events, and limited time offers!

### Optimum Banner Placement within Festival Footprint

Sponsor provided banners strategically displayed throughout the Festival footprint.

Logo included on the Official 37th Annual NC Seafood Festival t-shirt

Logo included on the Official Storefront Poster

Opportunity to Partner with an Event for Higher Exposure

Opportunity to Provide Promotional Items and Materials in Gift Bags and/or Giveaways at Sponsored Event

Speaking Opportunity at Sponsored Event

Logo on Sponsored Event Tickets

Recognition Onsite at Sponsored Event

Recognition on Event Pages (website, other)

Bites and Blues Tickets (Spring 2024 - Exact Date TBD)

Wine & Brine tickets (January 19, 2024)



## 2023 SPONSORSHIP VIP PERKS:

Based on individual levels of sponsorship.

- 2023 Official NC Seafood Festival Commemorative Poster (framed or unframed, signed and numbered, and unsigned)
- Hotel Rooms – room(s) at Host Hotel for three (3) nights during the Festival weekend (Thursday check-in and Sunday check-out)
- Official 37th Annual NC Seafood Festival t-shirts
- VIP Lounge Passes – weekend or daily
- VIP Parking Passes
- Tickets to the Opening Ceremony (October 5, 2023)
- Tickets to Friday Night Event (October 6, 2023)



# OPTIONAL UPGRADES FOR ALL SPONSORS

Additional Weekend VIP Lounge Passes (1) - \$250

Additional Daily VIP Lounge Passes (1) - \$150

## Bites and Blues Sponsorships

(see page 17 for sponsorship benefits)

- Ticket Sponsor - \$1,500 (one available)
- Bite of the Nite Sponsor - \$1,500 (one available)
- Poster Reveal Sponsor - \$500
- After-Party Sponsor - \$500

## Wine & Brine Sponsorships

(see page 19 for sponsorship benefits)

- Lead Sponsor - \$5,000
- Premier Sponsor - \$2,500
- Sponsor - \$1,000
- Sponsor - \$500



# FESTIVAL WEEKEND SPONSORSHIP OPPORTUNITIES

**\$40,000**

ONE AVAILABLE

## PRESENTING SPONSOR

The premier level of all The North Carolina Seafood Festival's (NCSF) partnership opportunities, the Presenting Sponsor enjoys the highest level of visibility and is prominently recognized as the Festival's leading partner. The Presenting Sponsor's brand is fully integrated at all Festival events and is the leading logo branding in all Festival marketing. In addition to the Sponsor VIP Perks, the presenting sponsorship includes customized marketing opportunities tailored to accomplish your organization's needs.

### *Presenting Sponsor VIP Perks:*

- Up to five (5) Hotel Rooms provided by NCSF for use during Festival weekend (Thursday check-in and Sunday check-out)
- One (1) Framed 2023 Official NC Seafood Festival Commemorative Poster signed and numbered
- Twelve (12) Official 37th Annual NC Seafood Festival t-shirts
- Twelve (12) Passes for the VIP Lounge throughout the Festival weekend
- Six (6) VIP Parking Passes
- Six (6) tickets to the Opening Ceremony (October 5, 2023)
- Six (6) tickets to Friday night event (October 6, 2023)

BEGINNING AT  
**\$10,000**

## MAJOR SPONSORSHIPS

Designed for a company looking to make a large impact at the regional or statewide level, these sponsorships include exclusivity and customizable marketing and networking benefits.

### *Major Sponsor VIP Perks:*

- One (1) Framed 2023 Official NC Seafood Festival Commemorative Poster signed and numbered
- Ten (10) Official 37th Annual NC Seafood Festival t-shirts
- Ten (10) Passes for the VIP Lounge throughout the Festival weekend
- Five (5) VIP Parking Passes
- Five (5) tickets to the Opening Ceremony (October 5, 2023)
- Five (5) tickets to Friday night event (October 6, 2023)





**\$8,000**

## REAR ADMIRAL SPONSOR

- Logo included on Event Brochure and Festival Map (electronic and print)
- Logo with Reciprocal Link on Website
- Logo included on Sponsor Recognition Banners placed throughout the Festival footprint
- Logo included on the Official Storefront Poster
- Logo included in Pre-Festival Event Programs
- Minimum of two (2) Social Media Posts leading up to and during the Festival weekend
- One (1) 10' x 20' Vendor Booth Space including electricity for product sampling, distribution of information and promotional items
- Opportunity to Partner with an Event for Higher Exposure
- One (1) 2023 Official NC Seafood Festival Commemorative Poster signed and numbered
- Seven (7) Official 37th Annual NC Seafood Festival t-shirts
- Six (6) Passes for the VIP Lounge throughout the Festival weekend
- Three (3) VIP Parking Passes
- Three (3) tickets to the Opening Ceremony (October 5, 2023)
- Three (3) tickets to Friday night event (October 6, 2023)



**\$6,500**

## CAPTAIN SPONSOR

- Logo included on Event Brochure
- Logo with Reciprocal Link on Website
- Logo included on Sponsor Recognition Banners placed throughout the Festival footprint
- Minimum of one (1) Social Media Post leading up to and/or during the Festival weekend
- One (1) 10' x 10' Vendor Booth Space including electricity for product sampling, distribution of information and promotional items
- Opportunity to Partner with an Event for Higher Exposure
- One (1) 2023 Official NC Seafood Festival Commemorative Poster- unsigned
- Five (5) Official 37th Annual NC Seafood Festival t-shirts
- Four (4) Passes for the VIP Lounge throughout the Festival weekend
- Two (2) VIP Parking Passes
- Two (2) tickets to the Opening Ceremony (October 5, 2023)
- Two (2) tickets to Friday night event (October 6, 2023)



**\$3,500**

## COMMANDER SPONSOR

- Business Name included on Event Brochure
- Logo with Reciprocal Link on Website
- Business Name listed on Sponsor Recognition Banners placed throughout the Festival footprint
- One (1) 2023 Official NC Seafood Festival Commemorative Poster- unsigned
- Three (3) Official 37th Annual NC Seafood Festival t-shirts
- Two (2) Passes for the VIP Lounge throughout the Festival weekend
- One (1) VIP Parking Passes





**\$2,000**

## LIEUTENANT SPONSOR

- Business Name listed on Event Brochure
- Business Name listed with Reciprocal Link on Website
- Business Name listed on Sponsor Recognition Banners placed throughout the Festival footprint
- One (1) 2023 Official NC Seafood Festival Commemorative Poster- unsigned
- Two (2) Official 37th Annual NC Seafood Festival t-shirts
- Two (2) Passes for VIP Lounge throughout the Festival weekend
- One (1) VIP Parking Passes



**BEGINNING AT  
\$2,500**

## ACTIVATION (VENDOR) SPONSORSHIPS

As an Activation Sponsor, you will receive recognition with other sponsors on the Sponsor Page and listed with other vendor information on the Festival website and other materials as appropriate. Activation sponsorships are perfect for businesses who are looking for opportunities to offer product samples, distribute information, promotional items and/or sell products. However, these sponsorship opportunities are not a one-size fits all so anything above the standard package is customizable.



**\$2,500**

## STANDARD ACTIVATION SPONSOR

- Recognition on Sponsors Page and listed with other vendor information on the Festival website and other materials as appropriate.
- One (1) 10'x10' booth space with up to two (2) electrical outlets up to (120V)
- Two (2) Passes for VIP Lounge throughout the Festival weekend
- One (1) VIP Parking Passes
- Two (2) tickets to the Opening Ceremony (October 5, 2023)



# 2023 FESTIVAL WEEKEND EVENT AND AREA SPONSORSHIPS

These sponsorship opportunities include the naming rights along with other customized marketing benefits and perks.

## **Cooking with the Chef's Tent - \$30,000**

**(SOLD)** Experience the BEST of North Carolina cuisine at The North Carolina Seafood Festival's award-winning *Cooking with the Chefs Tent*. Located on the Morehead City Waterfront, the *Cooking with the Chefs Tent* brings together the finest names in North Carolina's culinary world for cooking demonstrations, tastings and more.

## **Fireworks - \$20,000**

Each Saturday night during the Festival, we celebrate our love for North Carolina seafood and the success of another NC Seafood Festival with a fireworks show over Sugar Loaf Island across from the Morehead City Waterfront. It's a magical event filled with food, festival rides, and fireworks.

## **Main Stage on the Sound - \$15,000**

A major attraction of the Festival, attendees can enjoy free entertainment from local and regionally known artists while taking in the waterfront view. Located in Jaycee Park, the large grassy area in front of the stage makes this a great place to listen to music while eating some of the best seafood North Carolina has to offer. Nationally known performers at past Seafood Festivals have included Blake Shelton, Tracy Byrd, Ryan Cabrera and The Spinners among others.

## **VIP Lounge - \$15,000 (SOLD)**

The most sought-after pass at the NC Seafood Festival! The VIP Lounge offers an experience like no other during the Festival. Enjoy premium food and drinks, entertainment as well as indoor air-conditioned and outdoor seating with the best views at the Festival! Passes are offered to sponsors, Board of Directors, and area dignitaries to name a few throughout the weekend. Individual daily or weekend passes can also be purchased through a Patron sponsorship or as an optional upgrade.

## **Trolley - \$15,000 (SOLD)**

The trolley is used to shuttle event goers from the NC Port parking lot to a designated drop-off location within the Festival footprint. Named sponsor can place signage on the trolley as well as at pick-up and drop-off locations.

## **Cooking Stage on the Big Rock Deck \$10,000 (SOLD)**

A restful oasis from the Festival crowd to drop in and have a beer or a sample from one of Pepsi's newest products, guests can enjoy amazing food samples provided by well renowned local chefs following their cooking demonstrations or sit and enjoy a meal at the Steam Bar. Guests can enjoy an over-the-water experience on the popular Big Rock Deck which will be branded with your company's name during the Festival weekend.

### **Opening Reception - \$7,500**

Held on the Thursday evening before the Festival, this is an event you don't want to miss! The Opening Reception is THE kick-off event for the Festival weekend. Invitees include sponsors, Board of Directors, and area dignitaries to name a few. Premium food and drink as well as entertainment is provided for this event.

### **VIP Parking - \$5,000**

Each year, there are several areas designated within the Festival footprint for VIP parking. The VIP Parking sponsor's name and logo will be printed on the passes and the signs for these designated areas.

### **Blessing of the Fleet - \$5,000 (SOLD)**

Carteret County's commercial fishing fleet plays an important role both statewide and nationally in providing fresh fish and shellfish we expect to find in our restaurants and markets. "Blessing of the Fleet" is an emotional service recognizing those fishermen and women who have given their lives in the pursuit of commercial fishing and thanks to those who do it today. Held on Sunday morning during each Festival weekend, this service begins at the Port along the Waterfront.

### **Oyster Shucking Contests - \$5,000**

Whether you want to come shuck, watch, or eat, these contests are a highlight of our seafood celebration! On Saturday, all amateur shuckers are invited to compete in several contests throughout the day. The professional Oyster Shucking Shoot Out™ will be held in multiple heats on Sunday. Men and women from the seafood industry,

shucking houses, restaurants, and oyster farms are encouraged to participate. This competition will be spectacular to witness and there will never be a dull moment! The best oyster shuckers will go head-to-head in a final competition for cash prizes!

### **Signature Steam Bar - \$5,000**

Guests can belly up for some fresh locally harvested steamed NC oysters, clams, and shrimp all weekend at the Signature Steam Bar located on the Big Rock Deck. Cooking demonstrations, samplings and other activities also take place on the Big Rock Deck.

### **Flounder Fling - \$5,000 (SOLD)**

There are numerous events that take place throughout the Festival weekend. Some have come and gone, but the famous Flounder Fling has stayed on the events list! Tradition has it that Miss North Carolina "flings" the first flounder on Saturday.

### **Volunteer T-Shirts - \$5,000**

We LOVE our volunteers! And we want them to stand out in the crowd as they juggle many different tasks throughout the Festival weekend. All volunteers receive a Festival Volunteer t-shirt.

### **Armband Friday Fundraiser - \$5,000**

The North Carolina Seafood Festival is proud to help support the schools in Carteret County with the Armband Friday Fundraiser. The Armband allows unlimited access to the carnival rides on the Friday during the Festival. Each Armband costs \$30 and \$5 from each transaction is donated to the school of the purchaser's choice.



### **SasSea's Stage - \$3,500**

A community favorite, SasSea's Stage provides entertainment space highlighting local performers, groups and demonstrations for family, friends, and the local community. This is a family-oriented space that represents a core value of the Festival.

### **Yoga in the Park - \$2,500**

New to the Festival in 2021, this event offers the perfect mind and body experience in a "zen" atmosphere by the sound in Jaycee Park. Held on the Sunday morning during the Festival, this one-hour class is led by certified Yoga instructors.

### **Media/Sponsor Breakfast - \$2,500**

(cash or trade for food and beverages)  
Typically held in mid-September, this is an appreciation event held for our Sponsors and Media Partners.

### **Information Booths - \$2,000**

(only 2 available)

Looking for the closest restrooms? Main Stage? The trolley pick-up and drop-off locations? Ticketed events? Festival map? Then look no further! The information booths are the place to go for all Festival questions.



# PATRON SPONSORS COMMITMENT FORM

Please complete this form and the Patron's Sponsors Commitment Form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo if applicable. To receive full marketing benefits, commitments must be made by August 1, 2023.

## PATRON LEVEL - \$1,500

- Two (2) Tickets to the Opening Ceremony (October 5, 2023)
- Two (2) Weekend VIP Lounge Passes (Friday-Sunday)
- One (1) VIP Parking Pass
- One (1) Framed Official 37th Annual North Carolina Seafood Festival Poster – signed and numbered
- Two (2) Official 37th Annual NCSF t-shirts
- Exclusive Wi-Fi password to use throughout festival weekend

## DIGITAL BOARD ADS *OPTIONAL UPGRADE:*

Advertise your business or service on High-Definition LED screens in prime locations throughout the Festival footprint.

## BITES AND BLUES SPONSORSHIPS

### *OPTIONAL UPGRADE:*

(see page 17 for sponsorship benefits. If interested, complete the form on page 18 and return with this form)

- Ticket Sponsor - \$1,500 (one available)
- Bite of the Nite Sponsor - \$1,500 (one available)
- Poster Reveal Sponsor - \$500
- After-Party Sponsor - \$500

## PATRON SPONSOR *OPTIONAL UPGRADES:*

- Weekend VIP Lounge Passes (1) - \$250  
Friday through Sunday
- Daily VIP Lounge Passes (1) - \$150  
Friday, Saturday, OR Sunday
- Logo with Reciprocal Link on North Carolina Seafood Festival Website - \$500  
333,000+ Pageviews and 108,000+ Users  
(October 1, 2021 – October 1, 2022)
- Social Media Mentions (3) - \$500  
Over 54,000 followers as of January 2023

## WINE & BRINE SPONSORSHIPS

### *OPTIONAL UPGRADE:*

(see page 19 for sponsorship benefits. If interested, complete the form on page 20 and return with this form))

- Lead Sponsor - \$5,000
- Premier Sponsor - \$2,500
- Sponsor - \$1,000
- Sponsor - \$500

Individual/Company Name:

Date:

Contact:

Phone:

Address:

City:

State:

Zip:

Email:

Website:

Authorized Signature:

Title:

THANK YOU FOR SUPPORTING THE NC SEAFOOD FESTIVAL!

# PATRON SPONSORS COMMITMENT FORM

Please complete this form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo if applicable. To receive full marketing benefits, commitments must be made by August 1, 2023.

PACKAGE	PRICE	QUANTITY	TOTAL
PATRON SPONSORS	\$1,500		
OPTIONAL UPGRADES			
WEBSITE WITH RECIPROCAL LINK	\$500		
WEEKEND VIP LOUNGE PASS (1)	\$250		
DAILY VIP LOUNGE PASS (1)	\$150		
<b>SOCIAL MEDIA: 3 Social Media Mentions</b>	\$500		
OVER 54,000 FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, TWITTER & LINKEDIN <i>Ensure that your post(s) meet the requirements and/or dimensions for that social media outlet.</i>			
<b>PREFERRED SOCIAL MEDIA OUTLET:</b> FACEBOOK   TWITTER   INSTAGRAM   LINKEDIN <i>Number of Mentions Per Outlet:</i>			
<b>DIGITAL BOARD ADS</b>	<b>PRICE</b>	<b>QUANTITY</b>	<b>TOTAL</b>
Audience 100,000-200,000   2+ Screens throughout the Festival footprint			
Ads Run Friday, October 6, 2023 from 12:00 pm - 11:00 pm   360 Ten-Second Ad Spots per hour   only 10 hours available	\$600		
Ads Run Saturday, October 7, 2023 from 10:00 am - 11:00 pm   360 Ten-Second Ad Spots per hour   only 12 hours available	\$700		
Ads Run Saturday, October 8, 2023 from 11:00 am - 5:00 pm   360 Ten-Second Ad Spots per hour   only 5 hours available	\$400		
Ads Run Friday, Saturday, and Sunday for one-hour each day   1,080 Ten-Second Spots per hour	\$1,500		

Payments and ads due by August 1, 2023. All digital ads should be submitted as a 1920x1080 pixel high resolution JPEG to [executivedirector@NCSeafoodFestival.org](mailto:executivedirector@NCSeafoodFestival.org). The North Carolina Seafood Festival reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Full payment is due at execution of this contract.

## Billing Information:

Please complete this form and return to The NC Seafood Festival, PO Box 1812, Morehead City, NC 28557 or [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org). Checks should be made payable to The NC Seafood Festival. In addition to this form, credit card payments will also be accepted over the phone by calling (252) 726-6273.

<b>Total Enclosed:</b>	<b>Authorized Signature:</b>	<b>Date:</b>
<b>Credit Card (Circle One):</b>	MC   VISA   AMEX   DISCOVER	
<b>Billing Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Account Number:</b>	<b>Exp. Date:</b>	<b>Security Code:</b>

THANK YOU FOR SUPPORTING THE NC SEAFOOD FESTIVAL!



# TWIN BRIDGES RACE

## OCTOBER 7, 2023

The 2023 NC Seafood Festival includes the Twin Bridges Race, a certified 8K runner's course, perfect for beginners and veterans alike. The event kicks off at the NOAA Laboratory in Beaufort and takes the scenic route over the Morehead City Bridge, through historic downtown Morehead City, over the Atlantic Beach Bridge, and ends at the finish line right on the Atlantic Beach Causeway!

This race is a chance to test your endurance, and experience the camaraderie of a mini-marathon, with captivating views over two bridges and the incredible scenery of the Crystal Coast.

Grab your running shoes, we'll see you in October!



### BRIDGE SPONSOR - \$3,000

- Name or Logo on NC Seafood Festival and Run the East Websites with a Reciprocal Link associated with the Twin Bridges Race
- Logo on Participant t-shirt
- Minimum of two (2) Social Media Posts leading up to and/or during Festival weekend
- Allowed to present Awards on Main Stage Saturday morning (rotation if more than one sponsor at this level)
- Logo on Registration as Bridge Sponsor
- Sponsor Designation in Festival Materials under Sporting Events
- Option to Provide Information or Promotional Items in Registration Packet
- Logo included on TV Commercials and other marketing materials for Twin Bridges Race
- Five (5) Official 37<sup>th</sup> Annual NC Seafood Festival t-shirts

### ROAD SPONSOR - \$1,500

- Name or Logo on NC Seafood Festival and Run the East Websites with a Reciprocal Link associated with the Twin Bridges Race
- Logo on Participant t-shirt
- Minimum of two (2) Social Media Posts leading up to and/or during Festival weekend
- Logo on TV Commercials and other marketing materials for Twin Bridges Race
- Logo on Registration as Road Race Sponsor
- Three (3) Official 37<sup>th</sup> Annual NC Seafood Festival t-shirts

### SUPPORT SPONSOR - \$500

- Name or Logo on NC Seafood Festival Web Site in affiliation with the Road Race
- Minimum of one (1) Social Media Post leading up to and/or during Festival weekend
- Logo on Registration for Road Race
- Two (2) Official 37<sup>th</sup> Annual NC Seafood Festival t-shirts



# TWIN BRIDGES RACE SPONSORSHIP COMMITMENT FORM

Please complete this form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo. To receive full marketing benefits, commitments must be made by August 1, 2023.

<b>Company Name:</b>		<b>Date:</b>
<b>Contact:</b>		<b>Phone:</b>
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>	<b>Website:</b>	
<b>Authorized Signature:</b>		<b>Title:</b>

## Billing Information:

Please complete this form and return to The NC Seafood Festival, PO Box 1812, Morehead City, NC 28557 or [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org). Checks should be made payable to The NC Seafood Festival. In addition to this form, credit card payments will also be accepted over the phone by calling (252) 726-6273.

<b>Total Enclosed:</b>	<b>Authorized Signature:</b>	<b>Date:</b>
<b>Credit Card (Circle One):</b>	<b>MC</b> <b>VISA</b> <b>AMEX</b> <b>DISCOVER</b>	
<b>Billing Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Account Number:</b>	<b>Exp. Date:</b>	<b>Security Code:</b>

- ☐ BRIDGE SPONSOR: \$3,000
- ☐ ROAD SPONSOR: \$1,500
- ☐ SUPPORT SPONSOR: \$500



THANK YOU FOR SUPPORTING THE NC SEAFOOD FESTIVAL!

# OTHER ADVERTISING OPPORTUNITIES

Please complete this form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo. To receive full marketing benefits, commitments must be made by August 1, 2023.

**Company Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

## Billing Information:

Please complete this form and return to The NC Seafood Festival, PO Box 1812, Morehead City, NC 28557 or [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org). Checks should be made payable to The NC Seafood Festival. In addition to this form, credit card payments will also be accepted over the phone by calling (252) 726-6273.

**Total Enclosed:** \_\_\_\_\_ **Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Credit Card (Circle One):** MC VISA AMEX DISCOVER

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

ONLINE ADVERTISING OPPORTUNITES							
WEBSITE WITH RECIPROCAL LINK					\$500		
<b>SOCIAL MEDIA: 3 Social Media Mentions</b>					\$500		
OVER 54,000 FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, TWITTER & LINKEDIN <i>Ensure that your post(s) meet the requirements and/or dimensions for that social media outlet.</i>							
<b>PREFERRED SOCIAL MEDIA OUTLET:</b>	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN			
<i>Number of Mentions Per Outlet:</i>							
DIGITAL BOARD ADS					PRICE	QUANTITY	TOTAL
Audience 100,000-200,000   2+ Screens throughout the Festival footprint							
Ads Run Friday, October 6, 2023 from 12:00 pm - 11:00 pm   360 Ten-Second Ad Spots per hour   only 10 hours available					\$600		
Ads Run Saturday, October 7, 2023 from 10:00 am - 11:00 pm   360 Ten-Second Ad Spots per hour   only 12 hours available					\$700		
Ads Run Saturday, October 8, 2023 from 11:00 am - 5:00 pm   360 Ten-Second Ad Spots per hour   only 5 hours available					\$400		
Ads Run Friday, Saturday, and Sunday for one-hour each day   1,080 Ten-Second Spots per hour					\$1,500		

*Payments and ads due by August 1, 2023. All digital ads should be submitted as a 1920x1080 pixel high resolution JPEG to [executivedirector@NCSeafoodFestival.org](mailto:executivedirector@NCSeafoodFestival.org). The North Carolina Seafood reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Full payment is due at execution of this contract.*



# 10TH ANNUAL BITES AND BLUES SPRING 2024 (DATE TBD)



Held on the Morehead City Waterfront, this signature event allows attendees to enjoy a small bite from each participating restaurant, located in host businesses or restaurants, as live music fills the Waterfront from various establishments. Kicked off with the Poster Reveal Party for the unveiling of the artwork for the 2024 NC Seafood Festival Commemorative Poster, attendees also get to vote on their favorite “Bite of the Nite” which is presented to the winning restaurant at the After-Party. This sell-out event has become a Carteret County favorite among locals and visitors alike!

**\*Sponsorship commitments must be made no later than March 1, 2024**

## TICKET SPONSOR:

**\$1,500**

(ONE AVAILABLE)

- Logo on approximately 650 Printed Map/Tickets
- Logo on Online Tickets
- Logo with Reciprocal Link on Website
- Minimum of one (1) Social Media Post leading up to and/or during Bites and Blues
- Logo included in all Bites and Blues Email Communications (*more than 8,000 contacts in NCSF database*)
- Four (4) Tickets to Bites and Blues
- Recognition at the Poster Reveal Party and After-Party

## “BITE OF THE NITE” WINNER

**SPONSOR: \$1,500**

(ONE AVAILABLE)

- Logo on approximately 650 Printed Map/Tickets
- Logo on Online Tickets
- Logo with Reciprocal Link on Website
- Minimum of one (1) Social Media Post leading up to and/or during Bites and Blues
- Logo included in all Bites and Blues Email Communications (*more than 8,000 contacts in NCSF database*)
- Four (4) Tickets to Bites and Blues
- Recognition at the Poster Reveal Party and After-Party
- Assist with Presentation of the “Bite of the Nite” Award

## POSTER REVEAL SPONSOR:

**\$500 (SOLD)**

- Assist Artist with the Unveiling of Poster
- Recognition at the Poster Reveal Party
- Logo with Reciprocal Link on Website
- Minimum of one (1) Social Media Post leading up to and/or during Bites and Blues
- Two (2) tickets to Bites and Blues

## AFTER-PARTY AWARD SPONSOR:

**\$500**

- Assist with Presentation of the “Bite of the Nite” Award
- Recognition at the After-Party
- Logo with Reciprocal Link on Website
- Minimum of one (1) Social Media Post leading up to and/or during Bites and Blues
- Two (2) tickets to Bites and Blues

# BITES AND BLUES SPONSORSHIP COMMITMENT

Please complete this form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo. To receive full marketing benefits, commitments must be made by March 1, 2024.

**Company Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

## Billing Information:

Please complete this form and return to The NC Seafood Festival, PO Box 1812, Morehead City, NC 28557 or [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org). Checks should be made payable to The NC Seafood Festival. In addition to this form, credit card payments will also be accepted over the phone by calling (252) 726-6273.

**Total Enclosed:** \_\_\_\_\_ **Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Credit Card (Circle One):** MC VISA AMEX DISCOVER

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

☐ **TICKET SPONSOR: \$1,500** *(one available)*

☐ **BITE OF THE NITE SPONSOR: \$1,500** *(one available)*

☐ **POSTER REVEAL SPONSOR: \$500**

☐ **AFTER-PARTY AWARD SPONSOR: \$500**



**THANK YOU FOR SUPPORTING THE NC SEAFOOD FESTIVAL!**

# WINE & BRINE

Presented by the NC Seafood Festival and the NC Coastal Federation, this event celebrates the North Carolina Oyster Trail, a grassroots initiative whose mission is to provide oyster tourism experiences that will help sustain and grow N.C. oyster supply and demand, resulting in economic, environmental, and social benefits to the state's seafood industry and coastal communities.

Wine & Brine will take place on January 19, 2024 from 6pm-8pm at Southern Salt Seafood Company and Waterfront Restaurant in downtown Morehead City. Guests can meet shellfish growers while sampling their delicious harvest which is expertly paired with a wine. Approximately 300+ guests partake in this celebratory event that helps solidify North Carolina as the "Napa Valley of Oysters."



## 2024 WINE & BRINE

Presented by



### LEAD SPONSOR: \$5,000 (TWO AVAILABLE)

- Private Boat Ride to event (subject to weather conditions)
- Eight (8) Tickets to event
- Logo on TV commercial
- Three (3) Social Media Posts on NC Seafood Festival's and NC Coastal Federation's Platforms
- Logo on Event Banner
- NC Coastal Federation Membership
- Logo on NC Seafood Festival's and NC Coastal Federation's Websites with Reciprocal Link

### PREMIER SPONSOR: \$2,500

- Four (4) Tickets to event
- Listing on Event Banner
- Two (2) Social Media Posts on NC Seafood Festival's and NC Coastal Federation's Platform
- NC Coastal Federation Membership

### \$1,000 SPONSOR

- Two (2) Tickets to event
- Listing on Event Banner
- One (1) Social Media Post on NC Seafood Festival's and NC Coastal Federation's Platform
- NC Coastal Federation Membership

### \$500 SPONSOR

- Two (2) Tickets to event
- Listing on Event Banner
- NC Coastal Federation Membership

# WINE & BRINE SPONSORSHIP COMMITMENT FORM

Please complete this form and return to [executivedirector@ncseafoodfestival.org](mailto:executivedirector@ncseafoodfestival.org) along with a high resolution .jpeg logo. To receive full marketing benefits, commitments must be made by December 31, 2023.

<b>Company Name:</b>		<b>Date:</b>
<b>Contact:</b>		<b>Phone:</b>
<b>Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>	<b>Website:</b>	
<b>Authorized Signature:</b>		<b>Title:</b>

## Billing Information:

Once this commitment form is received by the NCSF Office, an electronic invoice will be emailed via QuickBooks where you will have the option to pay via credit card or bank transfer. Credit card payments will also be accepted over the phone by calling (252) 726-6273.

If you prefer to pay by check, please make checks payable to The NC Seafood Festival and return to PO Box 1812, Morehead City, NC 28557.

- ☐ LEAD SPONSOR: \$5,000
- ☐ PREMIER SPONSOR: \$2,500
- ☐ \$1,000 SPONSOR
- ☐ \$500 SPONSOR



WINE & BRINE

THANK YOU FOR SUPPORTING THE NC SEAFOOD FESTIVAL!



# 2023 PARTNERSHIP COMMITMENT FORM

Yes, I will sponsor the 37th Annual NC Seafood Festival!

Designated Partnership Level: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

(As you would like it to appear in print)

Contact: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT OF THE NC SEAFOOD FESTIVAL!**  
**AFTER RECEIPT OF THIS COMMITMENT FORM, A DETAILED CONTRACT WILL BE SENT FOR YOUR SIGNATURE.**



# Thank You



## TO OUR 2022 SPONSORS!

### Presenting Partners



Carolina Cooker  
Stage/VIP Area/VIP  
Parking/Flounder  
Fling Partners



Transportation  
Sponsor



### Tourism Partner



Parking Sponsor



Blessing of the Fleet



Print Sponsor



### Official City Sponsor



Opening Reception  
**RE/MAX**  
Relax Refresh Stop



Main Stage  
Sponsor



Alcoholic  
Beverages Sponsor



Education Day



Official Television  
Partner



### Radio Partners



WiFi Sponsor



Beverage Sponsor



### Accommodation Partners



SasSea's Stage  
Sponsors



The NC Seafood Festival is  
privileged to have received awards  
from each of the following:



## 2022 North Carolina Seafood Festival Sponsors

Always NC Fresh  
Best Buy  
Carteret Community College Culinary School  
Carteret Healthcare  
Connecting Point Computer Center  
Downtown Barre  
Gregory Poole Rentals  
Jack's on the Waterfront  
Kurtis Chevrolet  
Leaf Filter Gutter Protection  
Lookout Ford  
Mike Toler Chrysler, Dodge, Jeep, Ram and FIAT  
Olde Towne Electric

Rachel Screen Printing  
Sandy's Flower Shoppe  
Sanitary Fish Market & Restaurant  
The Galley  
The UPS Store - Morehead City  
Tow Boat US  
Towne Insurance  
United Bank  
US Cellular  
US Foods  
Waste Industries  
Youngs Physical Therapy