

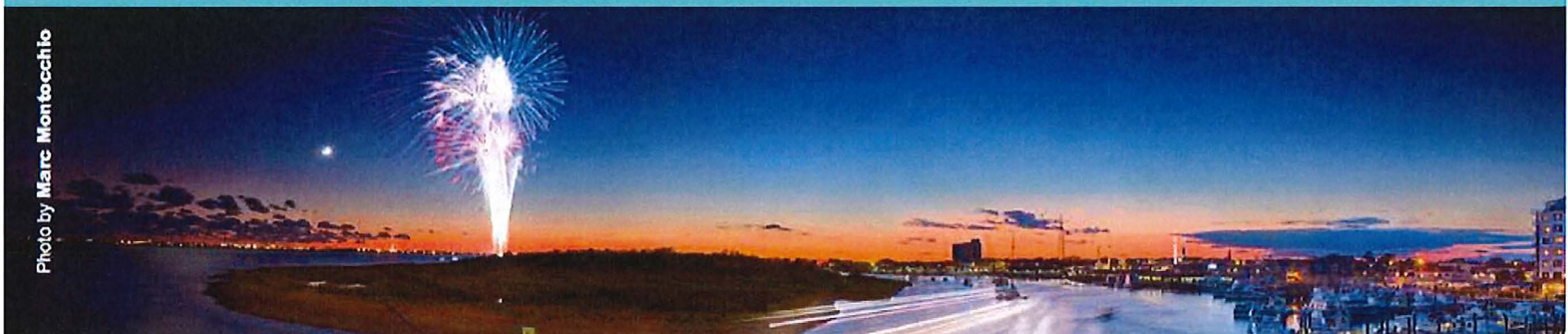


Partnership Opportunities

The fun begins the first full weekend
in October every year

NCSeafoodFestival.org

Celebrating over 36 years of proven success



Media

Television

Over 83,000 streaming commercials on binge-worthy channels and over 1,000 TV spots

Brochures

Over 30,000 printed

Radio

Over 400 spots

Apparel

Over 6,000 pieces of printed apparel

Social Media Outlets



Over 41,000 FB Fans!

The North Carolina Seafood Festival



Over 2,900 followers!

@NCSeafoodFest



Over 5,500 followers

@NCSeafoodFest

Website

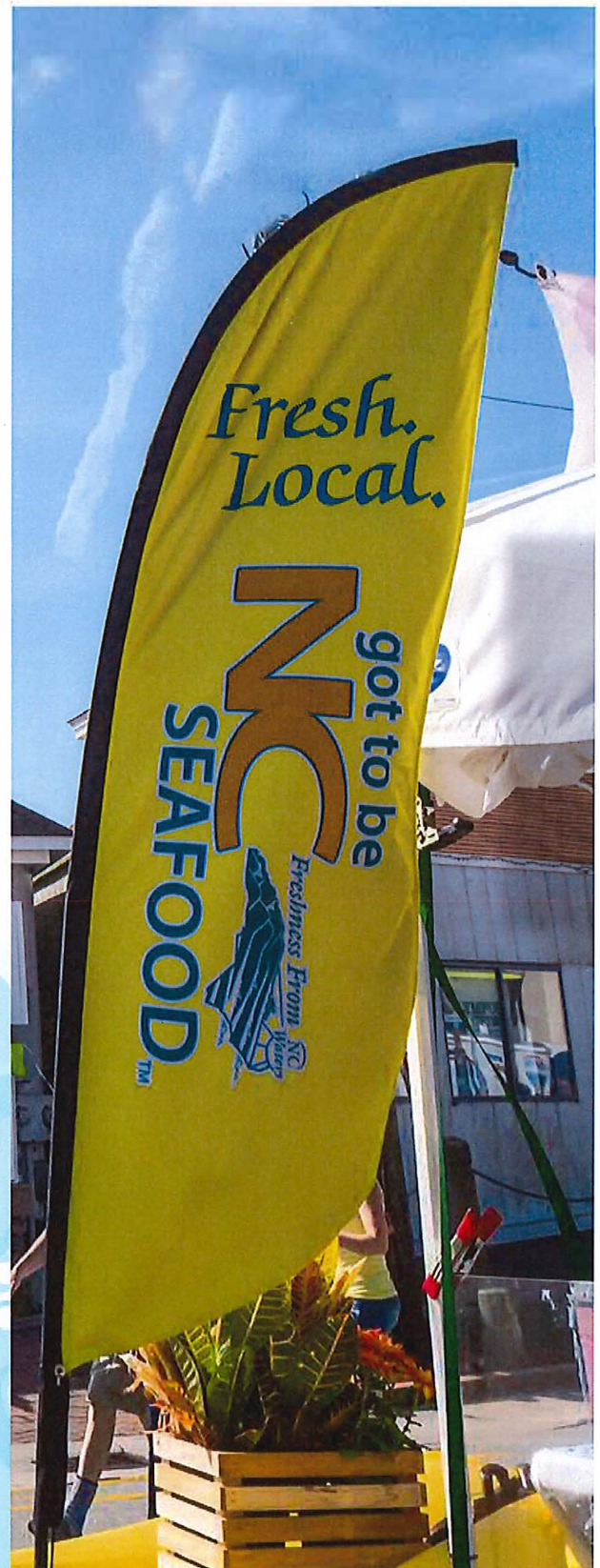
193,000 page visits during peak festival months (September and October)

Tabloids

Over 13,000 printed

Posters

Over 500 store front posters printed



Awards

American Bus Association
Top 100 Event



Southeast Tourism Society

Shining Example
2015 Festival Of The Year
Top 20 Fall Event



Southeast Festivals & Events

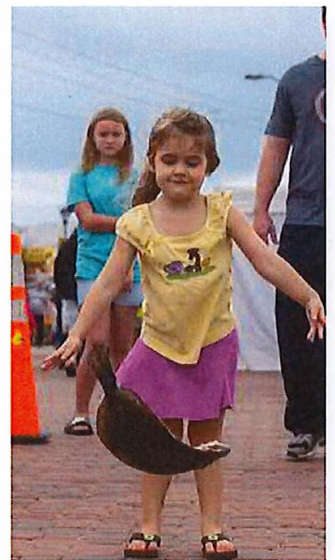
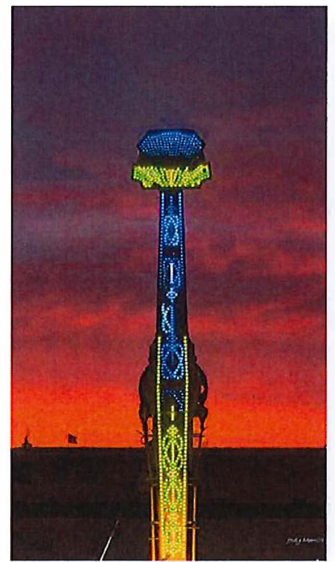
Association
Best Festival Social Media
Best Event Within An Event
Best Sponsor



Our State Magazine

On of the Top 75 Things to Do
in North Carolina

Our State
CELEBRATING NORTH CAROLINA



NC Association of Festivals & Events

Best Event Overall
Green Award
Best T-Shirt
Best Printed Media
Director of the Year
Best Social Media
Best Non-Print Media
Best Poster



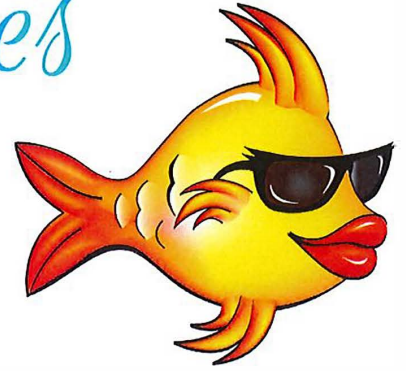
International Festival Events & Associations

Best Festival Social Media
Best Educational Event
Best Mobile Application



Partnership Opportunities

Partners receive the following benefits by level selected. Levels over \$8,000* will be customized to suit the needs of each individual business. Partners may also associate with an event or area for more marketing exposure (see *Eventful Opportunities*)



It is our priority to deliver your request and go above and beyond to create the perfect experience for you and your team! Specific marketing requests and integrations* within the festival are available to increase branding and activation privileges available *but not limited to*:

- Corporate logo on television tags
- Stage announcements to highlight company partnership
- Optimum banner placement within Festival footprint
- Hotel Rooms
- Waterfront marketing space for product sampling, marketing, etc.
- Corporate logo on Festival apparel
- Mobile push notifications
- And more to fit your marketing profile desires

*Presenting Partner (one available)–
Starting at \$40,000**

Exclusivity begins at the \$40,000 Partnership Level*

Partnerships above \$8,000 level will be scaled to fit your requests and budget*

Rear Admiral– \$8,000

Captain privileges plus:

- Logo on NCSF Web Site with Reciprocal Link
- Festival Press Release
- Seven (7) Official Festival T-Shirts
- Six (6) VIP Passes for VIP Area
- Three (3) VIP Parking Access Passes
- Official NCSF Poster-Signed
- Four (4) Opening Ceremonies Tickets
- Four (4) Tickets to Low Country Boil
- Corporate Logo printed on Official Storefront Poster*
- One (1) Room for Festival Weekend (Thursday-check out Sunday*)
- One 10x20 marketing space including electrical requirements

Captain– \$6,500

Commander privileges plus:

- Banner Recognition at Festival/Event-Partner Banner
- Five (5) Official Festival T-Shirts
- Radio Promotion Exposure*
- Four (4) VIP Passes for VIP Area
- Two (2) VIP Parking Access Passes
- Two (2) Tickets to Opening Ceremonies
- Two (2) Tickets to Low Country Boil
- Opportunity to partner with an event for higher exposure
- One 10x10 vendor space for product sampling, marketing, etc.

Commander– \$3,500

Lieutenant privileges plus:

- Corporate logo on NCSF website
- Three (3) Official Festival T-Shirts
- Color Logo displayed on Official NCSF Tabloid & Brochure/Festival Map

Lieutenant– \$2,000

- Listed Recognition in Festival Tabloid
- Storefront Poster
- Listing in all pre-festival event programs (time sensitive)
- Listing on NCSF Web Site with Reciprocal Link
- Official NCSF Poster- unsigned
- Two (2) VIP Passes for VIP Area
- One (1) VIP Parking Access Pass
- Listing in Official Schedule of Events Brochure
- Name included on Thank You Banner Recognition Festival Weekend
- Two (2) Official NCSF T-Shirts

*Awarded to Cash Only Partners

Fun Is What We Do!

The North Carolina Seafood Festival is a not-for-profit organization that produces a three-day extravaganza of seafood, music, rides, historical displays, a Chef's Tent, sporting events, a Boat & Outdoor Expo Show and other special events.

Contact
Virginia Yopp
Executive Director
252-726-6273
executivedirector@ncseafoodfestival.org
NCSeafoodFestival.org
412 D Evans Street
Morehead City, NC
28857

Creating raving
fans for over
36 years

Average visitor is mid-20s to early 50s. Income levels between \$40,000 to \$100,000 per year. 54% are female and 46% are male. Estimated economic impact of \$35 million for the weekend in the county!

The first North Carolina Seafood Festival was held in 1987 and brought 35,000 people to the Morehead City Waterfront. Since then, it has grown to one of the largest weekend festivals in North Carolina with more than 150,000 people attending from Friday through Sunday, always the "First Full Weekend in October."

FUN FACT:

There are numerous events that take place throughout the Festival. 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.



Eventful Opportunities

Partnership Luncheon
Grande Opening Ceremonies
Blessing of the Fleet
Fireworks Display
SasSea's Stage
Main Stage
Flounder Fling
5K & 10K Road Race
Pop Up in the Park
Wine & Brine
Oyster Shucking Contest
Poster Unveiling (April)
VIP Area
Education Day
Volunteer Appreciation (Nov.)
Cooking With The Chef's Tent
Bites & Blues Fundraiser (April)
Big Rock Landing
Yoga in the Park
Toast to the Coast (June)
Trolley
Low Country Boil

Why Do It?

The NCSF is a not-for-profit 501c coordinated by a volunteer Board of Directors. The purpose of the Festival is to:

- Promote the positive social and economic impact of the seafood industry on the citizens of North Carolina;
- Provide the opportunity for North Carolina non-profit, civic, church and educational organizations to raise funds through participation in the Festival;
- Educate the public about seafood and its importance to the state economy;
- Publicize the wide variety of seafood indigenous to North Carolina and provide the opportunity for people to enjoy it;
- Promote tourism and recreation in eastern North Carolina in the non-summer months;
- Establish a scholarship program for educational pursuits related to the seafood industry.

We create remarkable experiences that will prosper our community and demonstrate the value of NC Seafood.

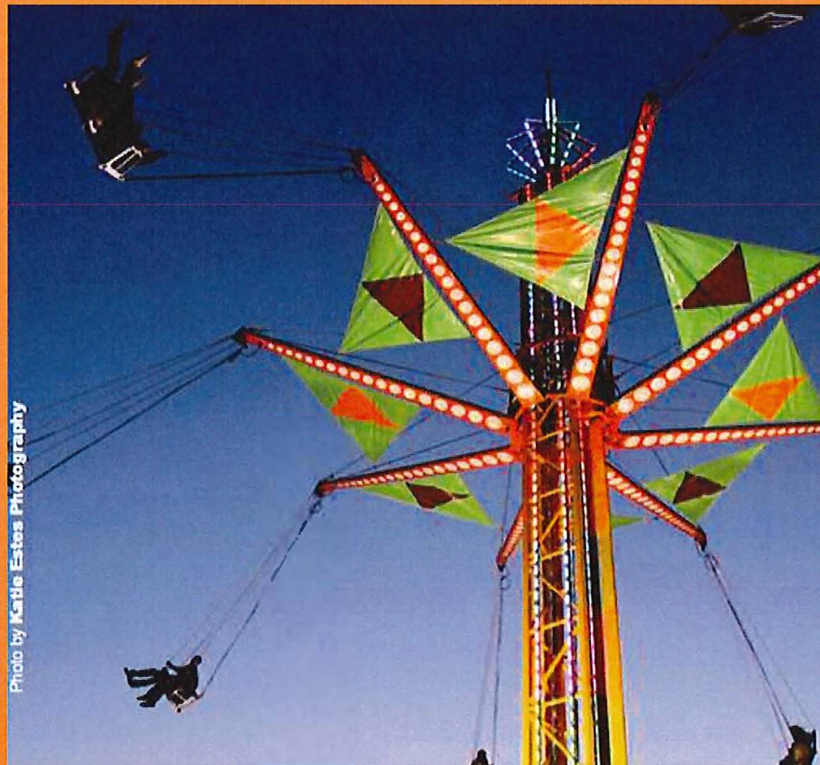


Photo by Katie Estes Photography



(252) 726-6273
www.NCSEAFOODFESTIVAL.ORG

2022 Partnership Commitment Form

Yes, I will sponsor the 36th Annual NC Seafood Festival!

Designated Partnership Level: _____

(Partnerships above the \$8,000 level will be scaled to fit your request and budget)

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.