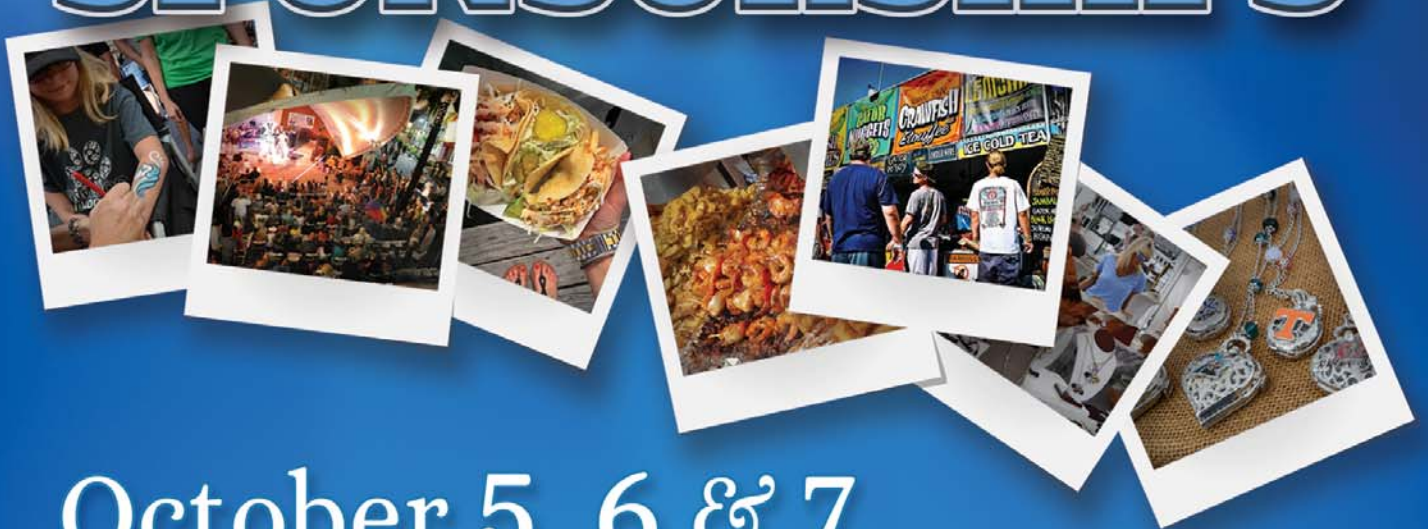


DESTIN SEAFOOD 40th Festival



2018

SPONSORSHIPS



October 5, 6 & 7



THE DESTIN SEAFOOD FESTIVAL

Statistics

TRAFFIC: Approximately 70,000 people attend this event over the 3-day period.

REVENUE: Over \$2 million in revenue in the Destin Economy, an average of \$50 spent per person during this 3-day event.

VENDORS: Over 150 food, beverage and retail vendors over the expanding 1.5 mile stretch along the Destin Harbor Boardwalk.

Marketing Advantages

PRINT: The Destin Seafood Festival was featured in over 10 local and regional print publications, for a total circulation of 425,000 people spanning over a 150-mile radius.

RADIO: Both Cumulus and Apex broadcasting stations featured the event on over 9 stations reaching over 306,000 listeners combined. Pensacola soft rock station 94.1 and Bama Broadcasting out of Montgomery added a considerable amount of air time.

TELEVISION: The event was featured on 5 local and regional stations, with a feeder market reaching New Orleans, South Carolina, Key West, Atlanta, and Mobile.

EMAIL BLAST: Each email blast reaches over 55,000 people, including 1,600 regional media contacts with an average open rate of 11%.

OUTDOOR ADVERTISING: Regional billboards throughout Northwest Florida featured Destin Seafood Festival for approximately 13.7 million impressions per month.

WEBSITE EXPOSURE: Exposure on Destin Seafood Festival featuring over 5 million views per month.

SOCIAL MEDIA: Destin Seafood Festival currently has 15,000 plus followers via social media, that continues to grow daily, and current partnerships that collectively reach over 300,000 viewers.

The **Destin Seafood Festival** is one of Destin's most celebrated traditions, kicking off the Destin Fishing Rodeo that extends the entire month of October. Started in 1978 by the Destin Charter Boat Association Women's Auxiliary. The festival has grown into its new home on the Destin Harbor Boardwalk. The last festival included well over 150 vendors of food, crafts and top performances by regional and local musicians. The Destin Seafood Festival is the highlight event of the year and showcases the harbor district and the local businesses that support it. Admission is free and attendance to the last Festival was more than 70,000 people. This year's event has started to show even bigger interest and opportunity for sponsorship. This 3-day event spans along the Destin Harbor Boardwalk, more than 1.5 miles from the Destin Bridge to the Destin Yacht Club. It is a long celebrated weekend of food, fun and heritage that everyone can enjoy.

SPONSORSHIP PACKAGES

Blue Marlin TITLE SPONSOR \$ 20,000

- Recognized as a Title Sponsor with a static banner ad on the **40th Annual Destin Seafood Festival** website linking directly to Title Sponsor's website as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters.
- Recognized and branded as Title Sponsor anytime Destin Seafood Festival is mentioned or at any distribution point. This also includes the right to use **"Title Sponsor of the 40th Annual Destin Seafood Festival"** in your advertising.
- Banner ad with direct link to Title Sponsor's website on all email blasts currently reaching over 55,000, including 1,600 regional media contacts with an average open rate of 11%.
- Industry exclusivity.
- Logo & link to DCBA website www.hookedondestin.com for the year.
- 20'x20' prominently placed booth space with tent at festival.
- Sponsorship gifts include: 12 Seafood Festival T-Shirts; 12 tickets to the exclusive Sponsor Party; 12 VIP invitations for special areas; 12 Seafood Festival posters; and 2 framed Seafood Festival posters.
- Up to 6 banners placed throughout the festival (banner ads must be created and provided by sponsor no later than September 19, 2018)

White Marlin PREMIER SPONSOR \$ 15,000

- Recognized as a Premier Sponsor with logo link to your website on the **40th Annual Destin Seafood Festival** website as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters.
- Logo & link to DCBA website www.hookedondestin.com for the year.
- Right to use **"Premier Sponsor of the 40th Annual Destin Seafood Festival"** in your advertising.
- Premier Sponsor logo on all email blasts currently reaching over 55,000, including 1,600 regional media contacts with an average open rate of 11%.
- 20'x20' prominently placed booth space with tent at festival.
- Sponsorship gifts include: 10 Seafood Festival T-Shirts; 10 tickets to the exclusive Sponsor Party; 10 VIP invitations; 10 Seafood Festival posters; 1 framed Seafood Festival poster.
- Up to 4 (5' x 6') company banners on fences (banners will be created and provided by sponsor no later than September 19, 2018).

Sailfish PLATINUM SPONSOR \$ 10,000

- Recognized as a Platinum Sponsor with logo link to your website on the **40th Annual Destin Seafood Festival** homepage as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters.
- Logo & link to DCBA website www.hookedondestin.com for the year.
- 20'x20' prominently placed booth space with tent at festival.
- Sponsorship gifts include: 8 Seafood Festival T-Shirts; 8 tickets to the exclusive Sponsor Party; 8 VIP invitations; 8 Seafood Festival posters; 1 framed Seafood Festival Poster.
- Up to 3 (5' x 6') company banners on the fences (banners will be created and provided by sponsor no later than September 19, 2018).

Grouper GOLD SPONSOR \$ 5,000

- Recognized as a Gold Sponsor with your logo on the **40th Annual Destin Seafood Festival** homepage.
- 20'x20' prominently placed booth space with tent at festival.
- Sponsorship gifts include: 6 Seafood Festival T-Shirts; 6 tickets to the exclusive Sponsor Party; 6 VIP invitations; 6 Seafood Festival posters
- Up to 2 (5'x6') company banners on the fences (all banners will be created and provided by sponsor).

Snapper SILVER SPONSOR \$ 2,500

- Recognized as a Silver Sponsor with your logo on the **40th Annual Destin Seafood Festival** homepage.
- 10' x 10' booth space with tent at the festival.
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the exclusive Sponsor Party; 4 VIP bracelets; 4 Destin Seafood posters.

Soda Booth/VIP Tent SPONSOR \$ 2,000

- Recognized as a Soda Booth/VIP Tent Sponsor with your logo on the **40th Annual Destin Seafood Festival** homepage.
- Company name placed on soda booth/VIP Tent in Festival.
- Sponsorship gifts include: 3 Seafood Festival T-shirts; 3 tickets to the exclusive Sponsor Party; 3 VIP invitations; 3 Destin Seafood Festival poster.

Bluefish BRONZE SPONSOR \$ 1,000

- Recognized as a Select Sponsor with your logo on the **40th Annual Destin Seafood Festival** homepage.
- Sponsorship gifts include: 2 Seafood Festival T-shirts; 2 tickets to the exclusive Sponsor Party; 2 VIP invitations; 2 Destin Seafood Festival poster.

Scallop SELECT SPONSOR \$ 500

- Recognized as a Select Sponsor with your logo on the **40th Annual Destin Seafood Festival** homepage.
- Sponsorship gifts include: 2 Seafood Festival T-shirts; 2 tickets to the exclusive Sponsor Party.

Power Partner OPTIONAL \$ 100

- Partner in offsetting the substantial power expenses incurred by festival.
- Company name posted as a **"Power Partner"** supporting the Festival in 3 dominate areas of the Festival for 3 years running.



for details and more info go to
destinseafoodfestival.com



DESTIN SEAFOOD Festival

2018 SPONSORSHIP APPLICATION

TO SPONSORS: Please complete this Sponsorship Application and email to: Info@DestinSeafoodFestival.com

By reading this information and signing, I hereby agree to and understand the enclosed sponsorship opportunities for the 2018 Destin Seafood Festival. Please indicate your partnership level (select all that apply):

- Blue Marlin Title Sponsor \$20,000
- White Marlin Premier Sponsor \$15,000
- Sailfish Platinum Sponsor \$10,000
- Grouper Gold Sponsor \$5,000
- Silver Snapper Sponsor \$2,500
- Soda Booth Sponsor \$2,000
- VIP Tent Sponsor \$2,000
- Bluefish Bronze Sponsor \$1,000
- Scallop Select Sponsor \$500
- Power Partner \$100

COMPANY/ORGANIZATION (The way you would like your company named in all marketing material)

CONTACT NAME

TITLE

ADDRESS

CITY **STATE** **ZIP**

(_____) (_____)
BUSINESS PHONE **CELL**

EMAIL ADDRESS

AMOUNT ENCLOSED \$ _____ **(Check payable to Destin Seafood Festival)**

AUTHORIZED SIGNATURE

DATE

The Destin Seafood Festival assumes NO liability for damage to sponsors' property or for any injury to someone working for the sponsor at the Destin Seafood Festival. The sponsor assumes all liability for any damages to sponsors' property or for any injury to a person working for the sponsor during the Destin Seafood Festival. Sponsor and all parties related to said sponsor agree to abide by all rules and regulations of the Seafood Festival. Any violation of rules or policies of the Destin Seafood Festival, could result in removal of sponsor from the festival. **Upon execution of this agreement all fees are non-refundable. No refunds will be made in case of rain or other natural disaster.**