

ROCKPORT-FULTON

# SeaFair



## SPONSORSHIP PACKAGE

**OCTOBER 6-8, 2023**

Festival Grounds at Rockport Harbor

An event of the Rockport-Fulton Chamber of Commerce.

Bringing an event to support the economic vitality of the Rockport-Fulton area during an ordinarily slow period.



We invite you to the 48th Annual Rockport-Fulton Seafair October 6-8 for food, fun and a celebration by the sea. Friday through Sunday attendees can expect strong, quality sounds from musicians across the state and beyond!

From delicious gumbo to the hilarious live crab races, this family-oriented event has become a favorite for all of South Texas. Don't miss the boat and outdoor show across the front entrance of the festival.

The Arts and Crafts and Seafair Market Vendors will be showcasing more than 100 vendors!

Do you like adventure on the water? Sign up for the fun and crazy cardboard boat races. There is a competition for all ages. Not to be missed are the hilarious Crab Races on a wooden race track at the festival grounds, join in on the fun or just be a spectator!

We know... you wanted more gumbo! The Committee has approved the preparation of 225 gallons of gumbo which serves 7,200 cups of gumbo. So plan to visit the Gumbo Alley. That is not to mention the Gumbo Competition on Saturday. Feel free to taste the competition gumbo as well.

You will enjoy watching the Carnival as it will be located on site at the festival Grounds Harbor.

New This Year: Children 12 and under get in free!! Admission prices are \$10 per day. A \$25 wristband gets you in for the entire weekend. VIP Seating starts at \$60 per person, for one night, in the gated area in front of the stage for each of the evening featured performances. The area will include bar service and portable restrooms.





# MARKETING + NUMBERS

In 2017, just six weeks after Hurricane Harvey declared the Rockport-Fulton area as Ground Zero the 42nd Seafair was held. Everyone struggled with so many interferences but the event turned out to be the sixth best in its history in terms of gate intake. This just proves the following and camaraderie this festival generates.

Our festival has the most social media event followers than any other festival in Aransas County. We had 66,000-plus on our @visitrockportfulton Facebook page and over 4,900 specifically following RockportSeafair Celebration on our @rockportfultonseafair Facebook Page. That is a total of 70,000 people following and engaging with our event on Facebook.

Our marketing efforts also include local television, geographically targeted digital ads, email blasts, local bloggers, local radio, print ads and other paid posts through advertising partnerships with local businesses. Press Releases will be sent to all media within our region and several media outlets throughout Texas. This event is on more than 50 event calendars throughout Texas.



# MARKETING + NUMBERS



Women account for 76% of our followers on social media. The festival hosts a healthy mix of both women, men and families. We target our advertising to those 30-55 years old. Our advertising reach will saturate the Coastal Bend Region. Additional advertising through paid digital ads and email blasts will reach across San Antonio.

Advertising for the festival started in May when our ad ran in the Texas Highways Event Calendar with other well-known events across Texas. Our biggest advertising push will be Sept. 19-Oct. 7, 2023.

# PARTNER WITH US

Partnering your business with the Rockport-Fulton SeaFair will give your business:

- \*Brand Visibility
- \*Targeted Marketing
- \*A Favorable Consumer Perception
- \*Efficient Lead Generation
- \*Content Strategy
- \*Audience Insights
- \*More Business-to-Business Relationships
- \*Community Goodwill
- \*Return on Investment



# GOLF CART SPONSOR

**\$500**

## **Media Relations**

Logo on 30in x 30in sign.

## **On-Site Visibility**

Display of company logo seen traveling throughout the fairgrounds



# DECKHAND

**\$500 Comfort Station, Car Show or Just  
Dessert Contests**

## **Media Relations**

Business name on the website

## **On-Site Visibility**

Banner on fence provided by sponsor.

Business name on event sign

## **Complimentary Products**

Receive 2 Rockport SeaFair T-Shirts,  
2 Tickets to the event.



# SKIPPER

**\$1,000 First Aid, Open Ceremony, Children  
Activity Tent or Wristband Sponsor**

## Media Relations

Business name on the website

## On-Site Visibility

Banner on fence provided by sponsor.

Business name on event sign

## Complimentary Products

Receive 2 Rockport SeaFair T-Shirts, 4 event  
tickets and 2 V.I.P tickets for Friday or  
Saturday





# SHIPMATE

## **\$1,500 Waterfront Activities Sponsor** (Crab or Cardboard Boat Races, etc)



### Media Relations

Business name on the website

### On-Site Visibility

Banner on fence provided by sponsor.

Business name on event sign

Logo on sign by activity

### Complimentary Products

Receive 4 Rockport SeaFair T-Shirts, 6 event tickets and 2 V.I.P tickets for Friday or Saturday.

# NAVIGATOR

## \$2,000 Seafair Parade

### Media Relations

Business name on the website

### On-Site Visibility

Business name on event sign

Logo on Parade Numbers

### Complimentary Products

Receive 5 Rockport SeaFair T-Shirts and  
6 event tickets



# CAPTAIN

## \$4,000 Ticket Sponsor



### Media Relations

Business name on the website

### On-Site Visibility

Banner near entrance on fence  
provided by sponsor.

### Complimentary Products

Receive 10 Rockport SeaFair T-Shirts and  
10 event tickets.



# YACHTER

## \$25,000 Presenting Sponsor

### Media Relations

Logo on billboard

Live commercials

Logo on website

### On-Site Visibility

Two banners on fence provided by sponsor.

Logo on promotional marketing materials

### Complimentary Products

Receive 15 Rockport SeaFair T-Shirts, 15 event tickets, 6 V.I.P for Friday and 6 V.I.P for Saturday



# 2023 Rockport-Fulton SeaFair Sponsorship Agreement

"**DEADLINE FOR PAYMENT Friday, Sept 9, 2023 by 5 p.m.**"

Our company/business would like to support the Seafair by sponsoring the:

\_\_\_\_\_ in the amount of \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Signature of Authorized \_\_\_\_\_ Title: \_\_\_\_\_  
Representative: \_\_\_\_\_

## **PAYMENT METHOD:**

\_\_\_\_\_ Company check is enclosed. (Make check payable to: Rockport-Fulton Chamber of Commerce.)

\_\_\_\_\_ VISA or \_\_\_\_\_ MasterCard Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**SEND TO:** Rockport-Fulton Seafair  
Rockport-Fulton Chamber of Commerce  
319 Broadway  
Rockport, TX 78382  
361-729-6445

**For your records:** Rockport-Fulton Chamber of Commerce, Inc. is a 501(c)6 organization. Tax ID#74-1066091