



SEAFAIR 2024

OCTOBER 4-6

SPONSORSHIP PACKAGE

for more info contact
president@1rockport.org



Seafair History

Over forty years ago, the idea for Seafair was the brainchild of a Rockport man, Bill Christian. He believed the area needed a celebration in the fall to fill the lull between the summer visitors and the arrival of winter guests.

Though the event has grown since its creation, it remains very much the same as Christian envisioned it: a parade, arts & crafts, bands, water entertainment and a gumbo cook-off were part of the very first Seafair. Today they all remain major attractions.

Christian formed a Board of Directors, established a 501(c)(4) non-profit organization. Each Board Member was an integral part of those beginning years. A lot of blood, sweat and tears was experienced in those beginning years. In April of 2000, Pam Farley, President of Seafair at the time came to a Rockport-Fulton Chamber of Commerce Board of Directors meeting and requested that the Chamber of Commerce take on the event. That year, during Seafair the community experienced the coldest of cold fronts for that time period and four solid days of rain.

It was shortly after that rain out event that Bill Christian came into the office of the Chamber with a lot of encouraging words and a box full of Seafair history. The Chamber is committed to continuing the Seafair legacy and the wonderful ideas of Bill Christian.

TODAY:

Rockport-Fulton Seafair will be celebrating its 49th event this year. The commitment to serve on the Seafair Planning Committee is taken seriously by the more than 30 volunteers who commit their time a full six to seven months prior to the festival, not to mention non-stop work the week of the event. Areas such as grounds, vendors, entertainment, tickets, sponsorships, gates, marketing, and others take an immense amount of logistical coordination. The volunteers serve because of their loyalty to the event, the Chamber and their Community. The volunteers do this to bring you a fun weekend and also boost to our local economy.

Seafair would not be possible without sponsorship support. While we are able to keep the cost to attend at a reasonable price there are significant upfront costs to organize the festival. So, as Seafair has grown the need for support from key leaders in the business community is as important as ever.

Seafair plays an important role in the social and economic wellbeing of the community. Seafair is designed to build a greater sense of community among residents, and a nice boost to the local economy in the slower season. We have a fabulous Seafair planned but we can't do it without YOU!



Marketing

The festival hosts a healthy mix of both men, women and families. We target our advertising to those 25-65 years old. Our advertising reach will saturate the Coastal Bend Region. Additional advertising through paid digital ads, billboards, and email blasts will reach across San Antonio and Austin.

Our marketing efforts will 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 outlets throughout Texas.

Advertising for the festival has already begun on a smaller scale but will increase as we get closer to the actual event date. Our biggest advertising push will begin August thru October 2024.



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
 - Social Media Promotion
 - E-Blast (E-Mail) Promotion
 - Website Promotion
 - On-Site Banners

Sponsoring Seafair is a great way to build brand awareness for your businesses with prospective customers and employees. Demonstrate your company's commitment to the community by supporting one of Aransas County's best-loved events.

Seafair would not be possible without sponsorship support and we need you!



Sponsorship Opportunities Include:

All Sponsorships are on a first come – first served basis. Previous year sponsors have first right of refusal.

Presenting Sponsor	(1 Available)	\$15,000
Big Stage Entertainment Sponsor	(3 Available)	\$ 7,500
Ticket Sponsor	(1 Available)	\$ 3,000
Children’s Tent Sponsor	(2 Available)	\$ 3,000
Gumbo Tent Sponsor	(2 Available)	\$ 2,500
Wristband Sponsor	(1 Available)	\$ 2,500
Seafair Parade Sponsor	(2 Available)	\$ 2,000
Waterfront Entertainment Sponsor	(3 Available)	\$ 2,000
Opening Ceremonies Sponsor	(1 Available)	\$ 1,000
VIP Area Sponsor	(3 Available)	\$ 1,000
Ticket Sponsor	(2 Available)	\$ 1,000
Comfort Station Sponsor	(1 Available)	\$ 1,000
Golf Cart Sponsor	(10 Available)	\$ 500
First Aid/Volunteer Check-In	(2 Available)	\$ 500
Car Show Sponsor	(2 Available)	\$ 500

Several thousand guests will attend this 3-day event and sponsors will receive tremendous benefits, such as prime logo placement and sponsor banners at the event. Sponsor logos will also appear on promotional materials, posters, and displays and be mentioned in coverage and pre-event advertising. Contact us today for more information.



Sponsorships Include:

\$500 Sponsorship get you the following:

- + Name on website
- + Name on Banner placed on the fence
- + Name on event signs on the festival grounds
- + One complimentary ticket to the festival (Friday, Saturday or Sunday)
- + One event t-shirt

\$1,000 Sponsorship gets you the following:

- + Small Logo on website
- + Small Logo on Banner placed on the fence
- + Small Logo on event signs on the festival grounds
- + Two complimentary tickets to the festival (Friday, Saturday or Sunday)
- + Two event t-shirts

\$2,000 Sponsorship gets you the following:

- + Medium Logo on website
- + Medium Logo on Banner placed on the fence
- + Medium Logo on event signs on the festival grounds
- + Two complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- + Four event t-shirts

\$2,500 Sponsorship gets you the items of the \$2000 sponsorship plus the following upgrades:

- + Two additional t-shirts
- + Eight complimentary 3-day passes to festival for Sponsor's employees & clients

\$3,000 Sponsorship gets you the following:

- + Large Logo on website
- + Large Logo on Banner placed on the fence
- + Large Logo on event signs on the festival grounds
- + Four complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- + Six event t-shirts
- + Vocal mentions & recognition over PA & Announcements during the festival
- + Large Logo on dedicated signage
- + Ten complimentary 3-day passes to festival for Sponsor's employees & clients

\$7,500 Sponsorship gets you the items of the \$3000 sponsorship plus the following upgrades:

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Six complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Six additional event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Fifteen complimentary 3-day passes to festival for Sponsor's employees & clients
- ✦ Dedicated Logo signage at stage area

\$15,000 Sponsorship gets you the items of the \$7,500 sponsorship plus the following upgrades:

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Eight complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Eight additional event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Twenty-five complimentary 3-day passes to festival for Sponsor's employees & clients
- ✦ Dedicated Logo signage at stage area
- ✦ As presenting sponsor your logo/name will appear on billboard
- ✦ Listed with logo on any printed material



2024 Rockport-Fulton Seafair Sponsorship Agreement

"A sponsorship is as good as you make it. Let's talk about ways you can make the most of your sponsorship at the festival."
– Shelly Stuart, President/CEO

Our Company/Business would like to sponsor the Seafair by sponsoring the:

(Item) _____ In the Amount of: \$ _____

Company Name: _____

Address: _____

Primary Contact Name: _____
(Please Print)

Telephone: _____ Cell Phone #: _____

Email: _____

Signature of Authorized 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 PAYMENT TO: Rockport-Fulton Seafair
Rockport-Fulton Chamber of Commerce
319 Broadway
Rockport, TX 78382

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