



**SWANSBORO**  
*Festivals*

**Sponsorship Packet 2024**



# 2024 Sponsorship Opportunities

The Swansboro Parks and Recreation department is proud to offer sponsorship to those businesses that want to increase their visibility and exposure that can increase brand awareness and recognition in the local market of Eastern North Carolina.

**Why should you be a sponsor?** By offering a great selection of sponsorship deals you will find opportunities that will showcase your company on a public platform, introduce your business to new clientele at the many programs held here in Swansboro, NC and align your brand with time-honored, wholesome community activities.

## Festival Events:

- Arts by the Sea
- Independence Day Celebration
- Mullet Festival
- Christmas Flotilla

## Special Events:

- Touch a Truck
- Easter Egg Hunt
- Pirate Fest
- Halloweenie Roast
- Santa Fest





# ARTS by the Sea

Arts by the Sea is fabulous arts fine and crafts festival that takes place annually on the second Saturday of June. Come and see the best artists and crafters as they line Swansboro's historic downtown streets with beautiful art and handmade crafts. The show, which is a juried craft show, represents some of the finest crafters in the Southeast. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this event. A new addition this year will be Wine Tasting and Taste of the Town from 4- 7 pm. Tickets will be required, and space is limited.



## Target Market

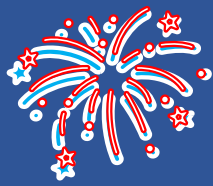
- All ages
- Families
- Arts & Crafts Shoppers



## Attendance

People will crowd the downtown streets to view what vendors have to offer. The festival attracts up to 6,000 people including Swansboro residents and visitors from surrounding areas. The event is an all-around great day by the water. Included in this free public festival will be live, local entertainment throughout the day at the Harry C. Pugliese "Pug" Pavilion.





# Independence Day Celebration



Experience the magic and wonder as Swansboro's night sky comes alive with a dazzling display of colors and lights at this spectacular fireworks event! This is an evening filled with fun, live musical entertainment, excitement, awe, and celebration. Happy birthday, America!



## Target Market

- All ages
- Families
- Proud Patriots



## Attendance

Our picturesque waterfront is the perfect location to enjoy a patriotic celebration of America's Independence Day! From the breathtaking firework show to musical performances, thousands of people will be thrilled to spend this holiday celebration with us. Exercise your freedom and choose to be a sponsor of this or all of Swansboro's Festivals in 2024!







# Mullet Festival



Help us celebrate the 70<sup>th</sup> Anniversary of Mullet Festival. This festival began in 1954 and is the oldest festival on the Crystal Coast. The Mullet Festival is a street fair featuring arts and crafts vendors, a parade, street dance, children’s activities, food, and entertainment for all.

## Activities

70<sup>th</sup> Anniversary Celebration

Mullet Toss

Blessing of the Fleet

Kid’s Area

Vendors

Parade

Live Music Bands

Food Vendors

Mullet Dinners

## Target Market

- All ages
- Families
- Fish Fanatics



## Attendance

The Annual Mullet Festival held the second weekend in October attracts 20,000-30,000 visitors. Local residents and visitors from afar find the atmosphere welcoming and intriguing as they can dive into Swansboro’s roots as an original fishing town. Highlights include rides for the children, Blessing of the Fleet on Friday evening, and other activities sure to attract people from all over the southeast coast of North Carolina. This festival offers the perfect opportunity to spread the word and grow your brand!



# Christmas Flotilla



At dusk, on the Friday after Thanksgiving, gather along Swansboro's waterfront and watch the spectacular parade of lights down the White Oak River. Witness breathtaking procession of illuminated vessels as they navigate the water, creating a mesmerizing display of lights, colors, nautical splendor, and you might even catch a glimpse of Santa Claus! At the end of the parade, Santa disembarks to visit with the children at the Pugliese Pavilion in Historic Downtown Swansboro.



## Target Market

- All ages
- Families
- Holiday spirit seekers



## Attendance

The Christmas Flotilla is one of Swansboro's most unique festivals. Held annually, the Flotilla has made a name for itself due to its creative displays and spread of cheer and joy. Thousands of families gather from all around Swansboro and areas close by; especially those with young children, to admire the sights and sounds of the effervescent Holiday season.



## Festival Sponsor Levels 2024

Sponsor Levels	Sponsor Benefits
<b>Captain</b> <b>\$5000</b>	<ul style="list-style-type: none"> <li>• Business name incorporated within all festival event titles (“Presented by”)</li> <li>• Inclusion in <b>all</b> media buys/promotions/print advertisement, and over \$6000 in radio advertising</li> <li>• Recognition in all press releases</li> <li>• Business logo on festival promotional posters</li> <li>• Business logo Swansboro Festivals and Parks and Recreation website</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Exhibit space at Mullet Festival, organizer must be notified by May 1, 2024</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Event signage at stage area (sponsor provided)</li> <li>• Business logo on all festival banners</li> <li>• Business logo on T-shirts</li> <li>• Festival tee shirt (6) + 10 VIP PASSES</li> <li>• Reserved space in the 2024 Mullet Festival Parade</li> </ul>
<b>First Mate</b> <b>\$2500</b>	<ul style="list-style-type: none"> <li>• Inclusion in all media buy/promotions/print advertisement</li> <li>• Business logo on festival promotional posters</li> <li>• Business logo Swansboro Festivals and Parks and Recreation website</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Exhibit space at Mullet Festival, organizer must be notified by May 1, 2024</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Event signage of your business throughout festival area (sponsor provided)</li> <li>• Business logo on all festival banners</li> <li>• Business logo on T-shirts</li> <li>• Festival tee shirt (4) + 8 VIP PASSES</li> <li>• Reserved space in the 2024 Mullet Festival Parade</li> </ul>
<b>Quartermaster</b> <b>\$1000</b>	<ul style="list-style-type: none"> <li>• Inclusion in promotions/print advertisement</li> <li>• Business logo on festival promotional posters</li> <li>• Business logo Swansboro Festivals and Parks and Recreation website</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Exhibit space at Mullet Festival, organizer must be notified by May 1, 2024</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business logo on T-shirts</li> <li>• Festival tee shirt (2) + 6 VIP PASSES</li> <li>• Reserved space in the 2024 Mullet Festival Parade</li> </ul>
<b>Boatswain</b> <b>\$500</b>	<ul style="list-style-type: none"> <li>• Business name on festival promotional posters</li> <li>• Business name listing in all advertising print media</li> <li>• Business name Swansboro festival and Parks and Recreation website</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business name on all festival banners</li> <li>• Business name on T-shirts</li> <li>• Festival tee shirt (1) + 4 VIP PASSES</li> </ul>
<b>Pirate</b> <b>\$250</b>	<ul style="list-style-type: none"> <li>• Business name listing in all advertising print media</li> <li>• Business name Swansboro festival and Parks and Recreation website</li> <li>• Business name on festival banners</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• 2 VIP PASSES</li> </ul>
<b>Crew</b> <b>\$100</b>	<ul style="list-style-type: none"> <li>• Business name Swansboro festival and Parks and Recreation website</li> <li>• Business name on all festival banners</li> </ul>

# SWANSBORO PARKS & RECREATION TOUCH-A-TRUCK

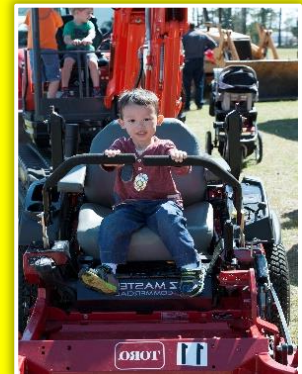


## Target Market

- Families with young children
- Truck Lovers

## Attendance

About 800 Swansboro residents with young children come to enjoy the annual Touch a Truck event. This special event will serve as the perfect introduction to new clients of the Swansboro and surrounding areas, that have been looking for your products and services.



The Swansboro Parks and Recreation Department will host its annual Touch a Truck event in April. Touch a Truck provides a unique opportunity for those young and young at heart to explore, climb, touch, learn what the trucks do, how they work, and how they benefit our community. This is your chance to climb in, take a seat behind the steering wheel and imagine being the driver of a fire engine, ambulance, bobcat, and many, many more! Along with the vehicle displays you will find food and beverage vendors, entertainment, and children's inflatables. The Touch a Truck event begins at 9:00am. Bring out the entire family for a day of fun with hands on vehicle exploration.





# Family Easter Scavenger Hunt



The Easter Egg Hunt is a day filled with joy, laughter, and lots of egg-hunting fun. Our Easter Hunt features a colorful array of hidden eggs scattered throughout the venue, each filled with delightful surprises. The hunt is open to ages 12 and under, so everyone can participate in the thrill of finding hidden treasures.



## Target Market

- Families
- Children 0-12 years of age
- Easter Detectives

**Attendance:** Around 500 participants are signed up for the Family Easter Scavenger Hunt each year. Join us in making this Easter Hunt an unforgettable experience for our community. This festive celebration is a perfect platform for your brand to connect with our community and showcase your commitment to spreading joy and happiness. We look forward to the possibility of having your business as a valued partner for this eggs-traordinary event!





Avast ye! Swansboro and Onslow County Parks and Recreation proudly present Pirate Fest coming to Downtown Swansboro, NC.

Watch as swashbucklers engage in sword fights, witness black powder weapons demonstrations, and listen to musicians sing sea shanties. This all-day event that brings coastal North Carolina's rich pirate history to life. This free, family friendly event also includes games and activities for the little buccaneers. Visitors can also enjoy a pirate meet and greet, pirate shows, storytelling, live music, and much, much more!

### Target Market

- Families
- Children of All Ages
- Pirate Enthusiasts



### Attendance

Typically, 2- 3,000 families with young children sail their course to Swansboro's Pirate Fest. The festivities of the day attract a large crowd making this event a top contender for special events. Why not be a sponsor? We'll welcome you aboard, Matey!







# HALLOWEENIE ROAST



Swansboro Parks and Recreation will host its Annual Halloweenie Roast in October. Join us for free Halloween activities, food, and Spooktacular fun! Come dressed in your wackiest, scariest, or most creative costume for our Costume Contest. Contestants will be judged by roaming judges. The event will include games, activities, and hot dog roast. The event is held at the Pug Pavilion in Downtown Swansboro.

## Target Market

- Families of all ages
- Ghostbusters



## Attendance

The Halloweenie Roast brings out between 500-1,000 families. This event is great for families looking for fun and a safe way to get into the "spirit" of the season. This spooky night draws a large crowd, that is not only looking for a fun time, but also a flavor of the many attractions Swansboro has to offer.





# Santa Fest



Santa Fest is coming to town! Come celebrate the holidays and the joys of the season with Swansboro Parks and Recreation and Santa on a scheduled Saturday in December. The Swansboro Recreation Center will be visited by elves to create a holiday wonderland. The day of holiday festivities includes pictures with Santa, holiday crafts in Santa's Workshop, children's candy cane hunt, hot chocolate, and tons more. Parents, grandparents, and others will find this special event a great bonding experience with their little ones.



## Target Market

- Families with young children
- Santa Enthusiasts

## Attendance

We invite your company to be a part of our magical Christmas event and contribute to creating a memorable experience for our community. This sponsorship opportunity offers a unique way for your brand to connect with families during the festive season. Approximately 500-1000 patrons can be expected throughout the day. Join us in spreading holiday cheer and creating lasting memories for families in our community. We look forward to having your esteemed company as a valued partner for this festive celebration!





## Special Events Sponsor 2024

Sponsor Levels	Sponsor Benefits
<b>Platinum</b> \$2,500	<ul style="list-style-type: none"><li>• Includes all five Special Events</li><li>• Business name incorporated within all festival event titles (“Presented by”)</li><li>• Business logo on all advertising; including website, social media, and print materials</li><li>• Business logo on event posters and flyers</li><li>• Banner placement at all events (banner provided by sponsor)</li><li>• Prominent logo placement on our home and event pages for one event year</li><li>• Business logo linked back to sponsor website or business Facebook page</li><li>• Booth space at all events and opportunity to hand out promotional material</li><li>• Social Media Spotlight dedicated to your organization within the Facebook event for all events</li></ul>
<b>Gold</b> \$1,000	<ul style="list-style-type: none"><li>• Includes three Special Events of your choice</li><li>• Prominent logo placed on our event page for one event year</li><li>• Business logo on event posters and flyers</li><li>• Website recognition</li><li>• Business logo linked back to sponsor website or business Facebook page</li><li>• Display sponsor banner at all events (banner provided by sponsor)</li><li>• Booth space at 3 events and opportunity to hand out promotional material</li><li>• Social media spotlight dedicated to your organization within the Facebook event for the three events</li></ul>
<b>Silver</b> \$500	<ul style="list-style-type: none"><li>• Includes two Special Events of your choice</li><li>• Business logo placed on our event flyers for one event year</li><li>• Website and social media recognition</li><li>• Booth space at chosen events and opportunity to hand out promotional material</li></ul>
<b>Bronze</b> \$250	<ul style="list-style-type: none"><li>• Includes one special event of your choice</li><li>• Business name placed on our event flyers for one event year</li><li>• Website and social media recognition</li></ul>
<b>Friend of Parks and Recreation</b> \$100	<ul style="list-style-type: none"><li>• Name recognition at event</li><li>• Social media recognition with business name on Facebook event pages</li></ul>

# **SPONSORSHIP FORMS**



## Sponsor Information 2024

Name of Company, Institution, or Individual (as you wish it to appear on printed materials):

Contact Person:

Email:

Phone:

Address (City, State, & Zip Code):

### Festival Event Sponsorship: CHECKS MADE PAYABLE TO: TOWN OF SWANSBORO

Sponsor Level Chosen:	___ \$5000	___ \$2500	___ \$1000
-----------------------	------------	------------	------------

___ \$500	___ \$250	___ \$100	
-----------	-----------	-----------	--

Type of Sponsorship:	___ Monetary	___ In-Kind	___ Combination
----------------------	--------------	-------------	-----------------

Type of In-Kind Sponsorship:	<input type="checkbox"/> Food/Beverage	<input type="checkbox"/> Service	
	<input type="checkbox"/> Materials/Supplies	<input type="checkbox"/> Other	

Description of In-Kind Contribution:	Estimated Market Value:
--------------------------------------	-------------------------

If you wish to designate a portion of your donation to Flotilla boat prizes, please specify amount here:

### Special Event Sponsorship: CHECKS MADE PAYABLE TO: TOWN OF SWANSBORO

Sponsor Level Chosen:	___ \$2500	___ \$1000	___ \$500
-----------------------	------------	------------	-----------

	___ \$250	___ \$100	
--	-----------	-----------	--

## Sponsorship Agreement

*I/We agree to the sponsorship agreement above for the 2024 Swansboro Festivals.*

*Signature*

*Date*

*Print Name*

*Title*

**Mail checks to the Town of Swansboro Attn: Parks and Recreation**

**601 West Corbett Ave, Swansboro, NC 28584**

**THANK YOU FOR YOUR GENEROUS SUPPORT!**

#### FOR OFFICE USE ONLY:

PAYMENT received: \_\_\_ LOGO received: \_\_\_ MULLET APP received: \_\_\_

BANNER received: \_\_\_ PARADE APP received: \_\_\_ T-SHIRT SIZES received: \_\_\_

WEBSITE posted: \_\_\_ AD included: \_\_\_ RADIO included: \_\_\_

## 2024 Sponsor Deadlines and Information Needed

Please keep a copy for your records

### \$5000 Captain Level Sponsorship

     Print-ready logo image to be emailed to [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) by April 15, 2024

     If desired, Mullet Festival exhibit space applications to be sent by April 15, 2024

*(Please note space is limited and cannot be guaranteed if department is not notified by April 15, 2024)*

     Sponsor-provided banner to be sent to Park by May 15, 2024

     Sizes for 6 Mullet T-shirts:      &      &      &      &      &     

     If desired, Mullet Festival Parade Application to be sent by September 1, 2024

### \$2500 First Mate Level Sponsorship

     Print-ready logo image to be emailed to [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) by April 15, 2024

     If desired, Mullet Festival exhibit space applications to be sent by April 15, 2024

*(Please note space is limited and cannot be guaranteed if department is not notified by April 15, 2024)*

     Sponsor-provided banner to be sent to Park by May 15, 2024

     Sizes for 4 Mullet T-shirts:      &      &      &     

     If desired, Mullet Festival Parade Application to be sent by September 1, 2024

### \$1000 Quartermaster Level Sponsorship

     Print-ready logo image to be emailed to [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) by April 15, 2024

     If desired, Mullet Festival exhibit space application to be sent by April 15, 2024

*(Please note space is limited and cannot be guaranteed if department is not notified by April 15, 2024)*

     Sizes for 2 Mullet T-shirts:      &     

     If desired, Mullet Festival Parade Application to be sent by September 1, 2024

### \$500 Boatswain Level Sponsorship

     Size for 1 Mullet T-shirt:     

***We will make every effort to have all sponsors listed for all events, however, logos received after posted deadlines cannot be guaranteed for inclusion in marketing.***

*The Swansboro festivals are overseen by the Town of Swansboro and the Parks and Recreation and is staffed by town employees and volunteers dedicated to bringing safe, wholesome family, seasonal festivals in a multicultural and artistic atmosphere to the Town of Swansboro and outlying counties fostering community pride and civic involvement.*

Contact Swansboro Parks & Recreation for more information  
Anna Stanley: [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) or (910)326-2600  
[www.swansborofestivals.com](http://www.swansborofestivals.com)