

# SWANSBORO *Festivals*

## Sponsorship Packet 2022



# 2022 Sponsorship Opportunities

The Swansboro Parks and Recreation department is proud to offer sponsorship to those businesses that are looking to make an impact in the local market of Eastern NC.

**Why should you be a sponsor?** By offering a great selection of sponsorship deals you will find opportunities that will not only help your company grow on a public platform, but as well as introduce your business to new clientele at the many programs held here in Swansboro, NC.

## Festival Events:

Arts by the Sea

July 4<sup>th</sup>

Mullet Festival

Christmas Flotilla

## Special Events:

Family Easter Scavenger Hunt

Touch a Truck

Pirate Fest

Halloweenie Roast

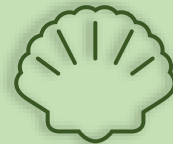
Santa Fest







# Arts by the Sea



A fabulous arts and fine 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 fine 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.



## Target Market

- Families of all ages
- Arts & Crafts shoppers



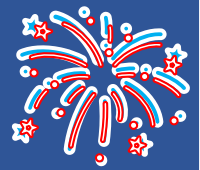
## Attendance

People will crowd the downtown streets to view what the vendors have to offer. The festival also includes live, local entertainment at the Harry C. Pugliese "Pug" Pavilion throughout the day which attracts up to 6,000-10,000 Swansboro residents and visitors from surrounding areas for an all-around great day by the water.





# July 4<sup>th</sup>



Swansboro serves up its July 4th Celebration each year with family friendly activities and live music at the Harry C. Pugliese, Jr. Pavilion (corner of Front and Church streets), culminating with awe-inspiring fireworks show over the water for all to see. Happy birthday, America!



## Target Market

- Families of all ages
- Proud Patriots



## Attendance

Local firework enthusiasts from near and far gather to come take part in Swansboro's July 4<sup>th</sup> celebration, in the good spirit of honoring our country's independence. The event attracts up to thousands of people simply due to the live music and breathtaking firework show. Take this freedom to the next level with a sponsorship contribution.







# Mullet Festival



Mmm, mmm, mullet! The 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

Mullet Toss  
Blessing of the Fleet  
Kid's Area  
Vendors  
Parade  
Live Music Bands  
Virtual Mullet 5k Run  
Food/Mullet Dinners

## Target Market

- Families of all ages
- Fish Fanatics



## Attendance

The Annual Mullet Festival: held the second Saturday of October weekend, attracts 20,000-30,000 visitors during the 2-days in which it is held. Local residents and visitors from afar find the atmosphere welcoming but also intriguing as they can dive into Swansboro's roots as an original fishing town. The activities draw in large crowds of people from all over the southeast coast of North Carolina making it a 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. Music will fill the air and you can enjoy treats, such as funnel cakes, cider, and hot cocoa as you enjoy the lights glimmering off the river. You will be amazed by the lights and décor of the boats, and you might even catch a glimpse of Santa Claus! At the end of the parade, Santa disembarks to visit with the kids at the Pugliese Pavilion in Historic Downtown Swansboro.



## Target Market

- Families of all ages
- Holiday spirit seekers



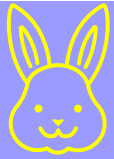
## Attendance

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 Event Sponsor Levels

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 buy/promotions/print advertisement plus \$6000 radio ad</li> <li>• Recognition in all press releases</li> <li>• Business logo on festival promotional posters</li> <li>• Exhibit space at Mullet Festival</li> <li>• Sponsorship window cling for display all year</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Event signage at stage area (sponsor provided)</li> <li>• Business logos on all festival banners</li> <li>• Festival tee shirt (4) + business logo on tee shirts</li> <li>• 10 VIP PASSES</li> <li>• Reserved space in the 2022 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>• Exhibit space at Mullet Festival</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Sponsorship window cling for display all year</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>• Festival tee shirt (2) + business logo on all tee shirts</li> <li>• 6 VIP PASSES</li> <li>• Reserved space in the 2022 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>• Exhibit space at Mullet Festival</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Sponsorship window cling for display all year</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business logo on all festival banners</li> <li>• Festival tee shirt (2) + business logo on all tee shirts</li> <li>• 4 VIP PASSES</li> <li>• Reserved space in the 2022 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 on all digital media including festival webpage</li> <li>• Sponsorship window cling for display all year</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business name on all festival banners</li> <li>• Festival tee shirt (1) + business name on all tee shirts</li> <li>• 2 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 on all digital media including festival webpage</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 on all digital media including festival webpage</li> <li>• Business name on all festival banners</li> </ul>





# Family Easter Scavenger Hunt



This year's scavenger hunt is not your typical kids Easter Scavenger Hunt where we hide easy eggs to find everywhere, and the kids run around to get them as quick as they can. Instead, we are challenging our local families to get out in the park and find our hidden objects. Join Swansboro Parks and Recreation for a family fun Easter Scavenger Hunt during the scheduled week in the spring. The Easter Scavenger Hunt will take place at the Swansboro Municipal Park where families will have a full week to set out to find all our hidden game pieces/objects in the park.

We will be using the Scavr app to provide clues and collect points for each hidden game piece/object you find. Each found piece is worth points depending on how well the object is hidden. Collect them all or as many points as you can to receive an entry into the raffle drawing for a chance to win a special Easter basket prize. We will email all registrants the scavenger hunt link for the Scavr app after you register for the event.

## Target Market

- Families with infant to 12 y/o children
- Easter Detectives

**Attendance:** Around 500 participants are signed up for the Family Easter Scavenger Hunt each year. It is the perfect opportunity for these families to get out of the house, and an opportunity for local businesses to show their support for their community.







# ***Touch a Truck***



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 and hands on vehicle exploration.



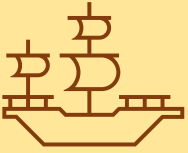
## **Target Market**

- Families with young children
- Machine Maniacs

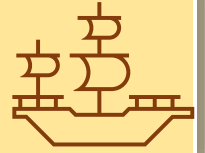
## **Attendance**

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.





# Pirate Fest



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 at 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 enjoy a pirate meet and greet, pirate shows, storytelling, live music, and much more! Featured entertainment includes The Shadow Players sword combat, music of The Motley Tones and even a live pirate invasion on the water.

## Target Market

- Families with young children
- Pirates



## Attendance

On average 3,000 families with young children find 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.







# HALLOWEENIE ROAST



Swansboro Parks and Recreation will host its Annual Halloweenie Roast in October. Join us for Halloween activities, food, and Spooktacular fun, all free of charge! 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 free games and activities. Hot dog Roast will begin at 6 p.m.; food will be served while supplies last. The Halloweenie Roast will be held at the Pug Pavilion in Downtown Swansboro.

## Target Market

- Families of all ages
- Ghostbusters



## Attendance

The Halloweenie Roast brings in approximately 500-1,000 families with younger and older children. This event is great for families that want to really embrace the Halloween spirit! This spooky night is sure to draw a large crowd, that is not only looking for a fun time, but also a sense for the culture of our town.





# 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 and made into a Santa certified wonderland. The Merry Mile Ugly Sweater Fun Run is back (Online registration preferred) along with a day of holiday festivities: pictures with Santa, holiday crafts in Santa's Workshop, children's candy cane hunt, hot chocolate, and tons more.



## Target Market

- Families with young children
- Santa Enthusiasts



## Attendance

The Swansboro Parks and Recreation Santa Fest is a great way for kids to get to meet Santa and his elves. All these festivities and more draw anywhere from 500-1000 patrons and help create a welcoming environment for the holiday season. The spread of cheer and laughter is contagious as those in attendance delight in hot chocolate and plenty of Christmas themed activities for the kiddos.





## Special Events Sponsor

Sponsor Levels	Sponsor Benefits
<b>Platinum</b> <b>\$2,500</b>	<ul style="list-style-type: none"><li>- Includes all five Special Events</li><li>- Event name presented by: sponsor name</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> <b>\$1,000</b>	<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 all 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> <b>\$500</b>	<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 all chosen events and opportunity to hand out promotional material</li></ul>
<b>Bronze</b> <b>\$250</b>	<ul style="list-style-type: none"><li>- Includes one special event of your choice</li><li>- Business logo 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> <b>\$400</b>	<ul style="list-style-type: none"><li>- Touch a Truck, Pirate Fest, Santa Fest recognition</li><li>- Social Media recognition with logo on Facebook event pages</li></ul>
<b>Follower of Parks and Recreation</b> <b>\$100</b>	<ul style="list-style-type: none"><li>- Pirate Fest recognition</li><li>- Social media recognition with business logo on Facebook event pages</li></ul>



## Sponsor Deadlines and Information Needed

### \_\_\_\_ \$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, 2022
- \_\_\_\_ If desired, Mullet Festival exhibit space applications to be sent by August 1, 2022
- \_\_\_\_ Sponsor-provided banner to be sent to Park by May 15, 2022
- \_\_\_\_ Sizes for 4 Mullet T-shirts: \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_
- \_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2022

### \_\_\_\_ \$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, 2022
- \_\_\_\_ If desired, Mullet Festival exhibit space applications to be sent by August 1, 2022
- \_\_\_\_ Sponsor-provided banner to be sent to Park by May 15, 2022
- \_\_\_\_ Sizes for 2 Mullet T-shirts: \_\_\_\_ & \_\_\_\_
- \_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2022

### \_\_\_\_ \$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, 2022
- \_\_\_\_ If desired, Mullet Festival exhibit space application to be sent by August 1, 2022
- \_\_\_\_ Sizes for 2 Mullet T-shirts: \_\_\_\_ & \_\_\_\_
- \_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2022

### \_\_\_\_ \$500 Boatswain Level Sponsorship

- \_\_\_\_ Print-ready logo image to be emailed to [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) by April 15, 2022
- \_\_\_\_ Size for 1 Mullet T-shirt: \_\_\_\_

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

***Keep this page for your records!***

*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 at [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us) or (910)326-2600 for more information

[www.swansborofestivals.com](http://www.swansborofestivals.com)



## Sponsor Information

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:

Sponsor Level Chosen:	_____ \$5000	_____ \$2500	_____ \$1000
_____ \$500	_____ \$250	_____ \$100	

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

## Special Event Sponsorship:

Sponsor Level Chosen:	_____ \$2500	_____ \$1000	_____ \$500
_____ \$400	_____ \$250	_____ \$100	

## Sponsorship Agreement

*I/We agree to the sponsorship agreement above for the 2022 Swansboro Festivals.*

*Signature*

*Date*

*Print Name*

*Title*

**Thank you for your generous support!**

## FOR SPONSOR USE ONLY - KEEP for your records -

PAYMENT sent: \_\_\_\_\_ LOGO sent: \_\_\_\_\_ MULLET APP sent: \_\_\_\_\_ BANNER sent:

\_\_\_\_\_ PARADE APP sent: \_\_\_\_\_ T-SHIRT SIZES sent: \_\_\_\_\_ WEBSITE sent: \_\_\_\_\_ AD

included: \_\_\_\_\_ RADIO included: \_\_\_\_\_





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Contact Person:

Email:

Phone:

Address (City, State, & Zip Code):

## Festival Event Sponsorship:

Sponsor Level Chosen:	_____ \$5000	_____ \$2500	_____ \$1000
_____ \$500	_____ \$250	_____ \$100	

Type of Sponsorship:	_____ Monetary	_____ In-Kind	_____ Combination
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Type of In-Kind Sponsorship:	<input type="checkbox"/> Food/Beverage	<input type="checkbox"/> Service
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Description of In-Kind Contribution:

Estimated Market Value:

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Sponsor Level Chosen:	_____ \$2500	_____ \$1000	_____ \$500
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**Thank you for your generous support!**

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

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

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