



February, 2020

To: Local Business Leaders
From: Bob Brady and Linda Burke
Re: Wareham Oyster Festival

The 7th annual Wareham Oyster Festival is scheduled for Sunday, May 24. Our move to the Memorial Day weekend has meant warmer weather and higher attendance -- thousands of people enjoyed the festival in 2019.

This great event is supported almost entirely through support from our area's locally owned businesses.

Again this year, and a way to promote your business: We're planning a full-color program book that will feature seafood recipes, a directory of our artisans and crafters, and color ads supplied by you, our sponsors.

The change of date to Memorial Day Weekend means we're here for the many visitors who grace our region during the holiday -- and it means we can take advantage of the Cape Flyer riders who are brought right to our doorstep. Your sponsorship of the event introduces you to new customers, and reinforces your image as a good corporate citizen.

To participate, text or call Bob at 508-667-7636, or e-mail us at warehamoyster@gmail.com. We just need to know who you are and at what level you would like to participate. As you will see from the attached form, we have new options for sponsors, and the sooner we hear from you, the more we can promote your participation.

New this year -- you can sign up as a sponsor and pay online! Just click the link at warehamoyster.com/sponsor. If you need an invoice, we will get you one after the event.

We look forward to your continued support. Thank you!

P.S. Visit warehamoyster.com/sponsors to get a copy of this packet or sign up electronically. If you plan to have a presence at the event as part of your sponsorship, please also visit warehamoyster.com/vendors to give us the details of your participation.



Why Invest in the **Seventh Annual Wareham Oyster Festival?**

You're in GOOD COMPANY

- More than **30** local businesses have contributed over the past six years
- Raised more than **\$45,000**
- **\$0** in local tax dollars used

Not Just Oysters

- In 2019, we had nearly 100 craft and food vendors
- Food vendors from Cape Cod, Cuttyhunk, Rhode Island, New Hampshire, Connecticut and Wareham offer raw oysters and clams, shrimp, stuffies, lobster rolls, fried oysters, and more!

We're SOCIAL

- **950** Facebook followers, with our posts acknowledging local sponsors reaching as many as 3,600 users (one such post prompted 79 clicks on a local restaurant's lunch specials page!)
- **495** Email list
- **6,425** website visitors



We get GREAT REVIEWS

“Such a great event gang!!! We had a blast!! Some sore hands from shucking all those oysters today but well worth it!!! Looking forward to next year!!!” – *Oyster Farmer*

“This has become one of our favorite events of the year!” – *Vendor/Sponsor*

“A big -- no HUGE -- thank you to the Wareham Oyster Festival Crew! A great time was had by all, and a super business day!” – *Main Street business owner*

We RUN

- **152** runners in 2019 from **7** states
- Average age 37.6
- **80 percent** of runners from out of town
- Raised **\$2,000** for the Boys & Girls Club of Wareham

We get GREAT PUBLICITY





Wareham Oyster Festival Sponsorship Opportunities

	Platinum \$1,000	Gold \$500	Silver \$250	Supporter \$100
Exclusive “sponsored by” designation for entertainment tent, beverage station, or road race shirt	X			
Two complimentary Road Race entries (\$50 value)	X			
Listing on 5K shirt	X	X		
An ad in our Program Book	Full page	Half page	Quarter page	Listing
Ad on Wareham Oyster Festival website	Ad	Logo	Logo	Listing
Table or display at festival	X	X		
A customized poster for your establishment	X	X		
Mention in press releases and blog posts	X	X	X	
Inclusion on our widely distributed rack card	X	X	X	
Mention at all Speakers Series events	X	X	X	
Listing in Edible South Shore ad*	X	X	X	
Listing on event poster	X	X	X	
Individual mention and link on Facebook*	X	X	X	X
Group mention and link on Facebook*	X	X	X	X
Inclusion on Oyster Trail map	X	X	X	X

*Facebook posts will begin as soon as you notify us that you are committed to participating; ad listing is only available to those who sign up by **April 8**.