



After a banner year in 2022 where we were blessed with great weather and excited crowds, we start to think forward to the 2023 Urbanna Oyster Festival on November 3-4, 2023. We again turn to you, our community partners, to help us host a successful event for the 66th time. Year after year we are humbled by the commitment of our volunteers, our vendors, our advocates, and you, our sponsors. Your love for this little town, and this big Festival, make our jobs well worth it. To see our town full of excitement and pride each November brings us joy and gives us motivation to keep working toward the next one. Your monetary support allows us to do things like bring in well-known or locally grown bands, look out for the wellbeing and safety of our attendees, and put on events like the Antique Car Show and Saturday's Oyster Festival Parade. It ensures our local schools and visitors alike are exposed to the importance of oysters and water-restoration to the local economy. It means high school seniors have financial support in pursuing higher education.

From the mission of the Urbanna Oyster Festival Foundation, partnering with us means you are aligned with:

- Providing cultural, educational and recreational events for the enjoyment of the community
- Provide leadership, education and training for festivals, event leaders and volunteers
- Promote an appreciation of the history, maritime tradition, and the seafood industry
- Provide a venue for fundraising for civic and non-profit organizations
- Encourage the participation of artists, writers, and craftsmen in festivals and other events
- Encourage involvement of educational organizations and other non-profit groups
- Enhance the quality of life of the local economy and promote visitation and economic development

As a sponsor our only ask of you is that you help cross-promote our event in your social channels and/or marketing materials. We hope you find pride in being part of this event and that you'll share our collaboration with your community as well.

We appreciate your consideration in partnering with the Urbanna Oyster Festival for our 66th anniversary. To ensure you get the most out of your sponsorship we would like to secure your placement by August 31, 2023.

James Hatton & Thomas Justis
2023 Urbanna Oyster Festival Co-Chairmen

URBANNA OYSTER FESTIVAL
FOUNDATION

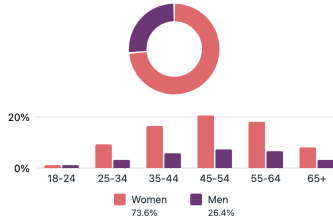
Drawer C • Urbanna, VA 23175390 Virginia Street • Suite C
P 804.758.2122 E oysterfestival@va.metrocast.net
www.urbannaoysterfestival.com

URBANNA OYSTER FESTIVAL STATISTICS

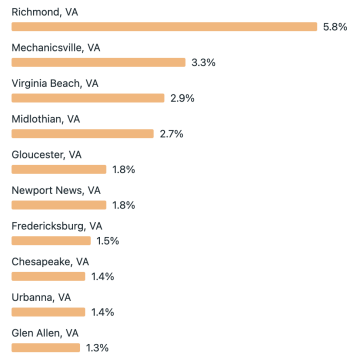
Annual visitors – projected at 50,000 (based on parking and lodging data)
 Brochure printing – 20,000 handed out annually

Facebook
 16,112 followers

Age & gender

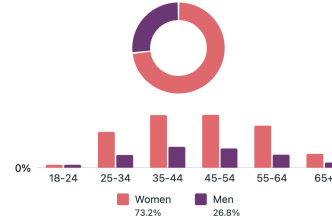


Top cities

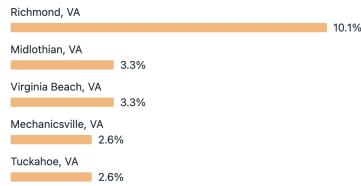


Instagram
 1,567 followers

Age & gender



Top cities



Urbanna Oyster Festival website – www.urbannaoysterfestival.com

3,200 monthly visitors

Hampton Roads*
 Washington, D.C.
 Charlottesville

Richmond
 Baltimore
 Roanoke

*Hampton Roads includes Virginia Beach, Norfolk, Newport News, Chesapeake, Williamsburg

SAPPHIRE LEVEL SPONSOR – \$20,000

What you'll receive:

Exclusive rights to preferred location

Event Tickets & Access

- 6 VIP experience tickets total
- 8 parking passes total
- Booth space in (TBD) high traffic location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Unlimited access to VIP sponsor's lounge
- Entry into the Oyster Festival Parade

Event Swag

- 1 framed 66th anniversary commemorative poster

Signage & Mentions

- Prominent use of corporate logo in printed brochure
- Custom signage to be placed in high-traffic location – determined by your sponsorship location
- Signage in Oyster Festival Parade
- Appreciation posts on UOF social media channels, including tagging of your brand
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in live event broadcasts on social media channels
- Brand mention in newsprint and press releases

DIAMOND LEVEL SPONSOR – \$10,000

What you'll receive:

Exclusive rights to preferred location

Event Tickets & Access

- 4 VIP experience tickets total
- 6 parking passes total
- Booth space in (TBD) high traffic location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Unlimited access to VIP sponsor's lounge
- Entry into the Oyster Festival Parade

Event Swag

- 1 framed 66th anniversary commemorative poster

Signage & Mentions

- Prominent use of corporate logo in printed brochure
- Custom signage to be placed in high-traffic location – determined by your sponsorship location
- Signage in Oyster Festival Parade
- Appreciation posts on UOF social media channels, including tagging of your brand
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in live event broadcasts on social media channels
- Brand mention in newsprint and press releases

EMERALD LEVEL SPONSOR – \$5,000

What you'll receive:

- 2 VIP experience total
- 4 parking passes total
- Booth space in (TBD) location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Unlimited access to VIP sponsor's lounge
- Entry into the Oyster Festival Parade
- 1 66th anniversary commemorative poster
- Use of corporate logo in printed brochure
- Custom signage to be placed in (TBD) location
- Appreciation posts on UOF social media channels, including tagging of your brand
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in newsprint and press releases

GOLD LEVEL SPONSOR – \$3,000

What you'll receive:

- 2 VIP experience tickets total
- 2 parking passes total
- Unlimited access to VIP sponsor's lounge
- Entry into the Oyster Festival Parade
- 1 66th anniversary commemorative poster
- Brand name listed in printed brochure
- Appreciation posts on UOF social media channels, including tagging of your brand
- Brand logo and click through on Urbanna Oyster Festival website

QUEEN SPONSOR – \$1,000

What you'll receive:

- Unlimited access to VIP sponsor's lounge
- Entry into the Oyster Festival Parade
- 1 66th anniversary commemorative poster
- Brand name listed in printed brochure
- Appreciation posts on UOF social media channels, including tagging of your brand
- Brand logo and click through on Urbanna Oyster Festival website

AVAILABLE LOCATIONS, EVENTS AND ITEMS TO SPONSOR

- Locations
 - Children's Activity Area
 - Arts & Crafts – Festival Village
 - Food Court – Festival Village
 - Beer Tasting
 - Wine Tasting
 - Scottish Factor Store
 - VIP and Sponsors Lounge at Lansdowne
 - Community Row
 - Volunteer's Tent
- Events
 - Antique Auto Show
 - Oyster Festival Parade
 - Oyster Festival Reception
- Waterfront
 - Marine Science Legacy Program
 - *Godspeed*
 - *Alliance*
 - *Luna*
- Entertainment
 - Aqua String Band
 - Festival Village Stage
 - Scottish Factor Store
- Rescue Squad/Special Needs Services
- Brochure
- Queen Scholarship Competition
- Little Miss Spat
- Security
- Trash and Cleanup
- Porta-potties
- Discretionary fund

*Note, in the event that a Sapphire or Diamond level sponsor has exclusive rights to a location or event, our team will work with you on an alternate option