



Dear Partner,

We're diving head first into planning for the 2024 Urbanna Oyster Festival with great enthusiasm. Last year gave us another wonderful turnout with beautiful weather and top notch vendors and entertainment. We received great feedback from our attendees, vendors and sponsors that we've listened to closely and are actively working to implement changes for the upcoming year and we hope you are as encouraged as we are to continue to build the success of the UOF together.

As many of our repeat supporters know, the success of our small-town festival relies greatly on our community partners. You help us provide educational opportunities to the local schools and festival attendees through the Marine Science Legacy Program and waterfront activities. You allow us to bring in musical acts that keep the crowds entertained. Your support funds first responders who visit from neighboring cities to help our local teams during festival weekend. We are able to offer college scholarships to high school seniors because of you.

We continue to be humbled by the love and commitment of our partners for our town and the Urbanna Oyster Festival. Celebrating 67 years is quite a milestone and we are able to continue year-after-year with many thanks to the financial support of these partners. We look forward to working with you to find the right sponsorship package that fits your business aspirations and celebrating another year together come November.

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. To ensure you get the most out of your sponsorship we look forward to securing your placement by August 31, 2024.

James Hatton & Thomas Justis  
2024 Urbanna Oyster Festival Co-Chairmen

URBANNA OYSTER FESTIVAL  
**FOUNDATION**

Drawer C • Urbanna, VA 23175 • 390 Virginia Street • Suite C  
P 804.758.2122 E [oysterfestival@va.metrocast.net](mailto:oysterfestival@va.metrocast.net)  
[www.urbannaoysterfestival.com](http://www.urbannaoysterfestival.com)

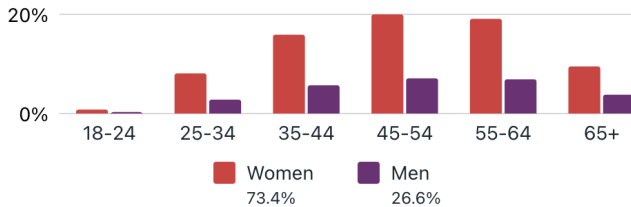
# URBANNA OYSTER FESTIVAL STATISTICS

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

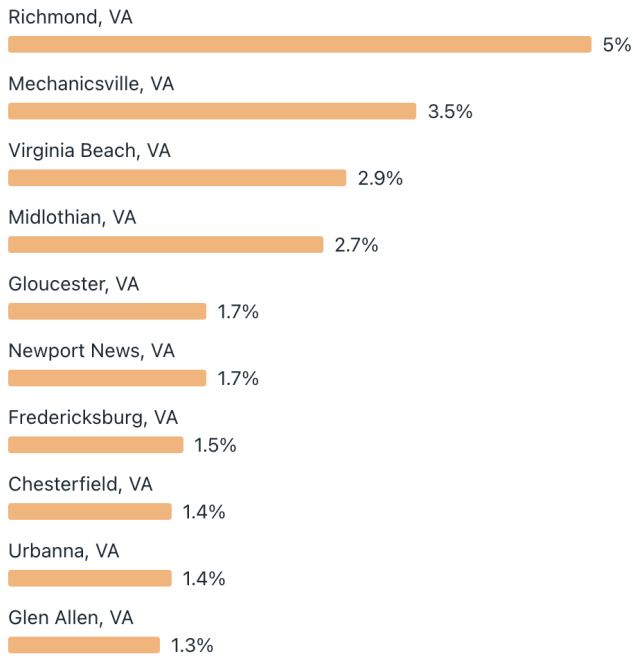
## FACEBOOK

18,023 followers

Age & gender ⓘ



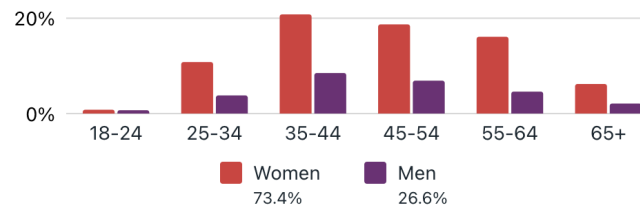
### Top cities



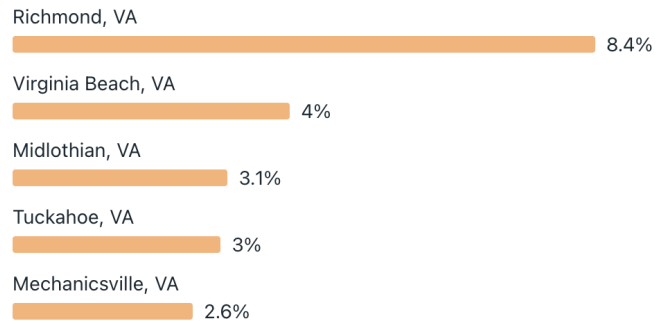
## INSTAGRAM

1,784 followers

Age & gender ⓘ



### Top cities



## Urbanna Oyster Festival website – [www.urbannaoysterfestival.com](http://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 – \$15,000

## 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 67<sup>th</sup> 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 67<sup>th</sup> 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 67<sup>th</sup> 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 67<sup>th</sup> 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 – \$1,500

### What you'll receive:

- Unlimited access to VIP sponsor's lounge
- 1 VIP experience ticket
- Entry into the Oyster Festival Parade
- 1 67<sup>th</sup> 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 67<sup>th</sup> 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
- Entertainment
  - 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*