



36th ANNUAL JOHN'S PASS SEAFOOD FESTIVAL

LOCAL SEAFOOD, LIVE MUSIC AND THREE DAYS OF CELEBRATING ALONG THE GULF COAST IN JOHN'S PASS VILLAGE & BOARDWALK.

October 26th –October 29th, 2017

John's Pass Seafood Festival; a rich tradition that presents a great opportunity for your message to reach a diverse and vast audience of attendees.

The John's Pass Seafood Festival is one of Pinellas County most celebrated traditions, started in 1980 by the John's Pass Village Association to honor the fishermen who work those waters. The 2016 festival included well over 100 vendors of food, art and crafts with performances by top regional and local musicians. The John's Pass Seafood Festival is the highlight event of the year and showcases Madeira Beach and the local businesses that support it. Admission is free and attendance in 2016 was more than 250,000 people. This year's event has started to show even bigger interest and opportunity for sponsorship. This three day event spans along John's Pass Village and Boardwalk. It is a long celebrated weekend of food, fun and heritage that everyone can enjoy.

Highlights from 2016:

Traffic: 250,000 people were in attendance over the 3 day period

Vendors: The John's Pass Seafood Festival hosted well over 100 food and beverage and retail vendors.

Marketing:

Print: The John's Pass Seafood Festival was featured in local, regional and national print publications, for a total circulation of 3.5 million people spanning over a 500 mile radius.

Radio: Beasley Media emphasized d with an estimated 2 million listeners in the Tampa Bay market, highlighted on four stations including: WLLD- FM 94.1; WQYK-FM 99.5; WRBQ-FM 104.7; WYUU-FM 92.5; and WBRN-FM 98.7.

Television: The event was featured in 30-second spots on local and regional stations throughout the Tampa/St. Petersburg media market and the Orlando/Daytona Beach media markets, which includes the following 16 counties; Brevard, Citrus, Flagler, Hernando, Hillsborough, Lake, Manatee, Marion, Orange, Osceola, Pasco, Pinellas, Polk, Seminole, Sumter and Volusia.

Website Exposure & Social Media : John's Pass Village and John's Pass Seafood Festival currently reaches approximately 60,000+ people per post with 1000 likes per post. With current partnerships has the ability to reach over 500,000 people per post..

2017 Sponsorship Opportunities

Blue Marlin Premier Sponsor \$20,000

- Recognized as a Premier Sponsor with static banner ad on the 36th Annual John's Pass Seafood Festival website linking directly to Premier Sponsor's website as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters
- Recognized as Premier Sponsor anytime John's Pass Seafood Festival is mentioned or at any distribution point and right to use "Premier Sponsor of the 36th Annual John's Pass Seafood Festival" in your advertising
- Industry exclusivity
- 10'x20' prominently placed booth space with tent at festival
- Sponsorship gifts include: 8 Seafood Festival T-Shirts; 8 tickets to the exclusive Sponsor Party; 8 VIP Tickets, 4 VIP Parking passes; 1 framed Seafood Festival poster.
- Up to 4 banners placed throughout the festival (banners will be created and provided by sponsor no later than September 26, 2017)
- Advertising on each of Tampa Bay's #1 and #2 tourism-related Instagram accounts: @clearwater.beach and @stpetebeach [4x on each Instagram] The business will be highlighted on those profiles and will stay on each profile in perpetuity [\$800 value].
- One accommodation unit on the Gulf Beaches for your exclusive use Friday and Saturday nights during the 2017 John's Pass Seafood festival.

White Marlin Premier Sponsor \$15,000

- Recognized as a Premier Sponsor with logo link to your website on the 36th Annual John's Pass Seafood Festival website as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters
- Right to use "Premier Sponsor of the 36th Annual John's Pass Seafood Festival" in your advertising
- 10'x10' prominently placed booth space with tent at festival
- Sponsorship gifts include 8 Seafood Festival T-Shirts; 8 tickets to the exclusive Sponsor Party; 8 VIP Tickets, 4 VIP Parking passes; 1 framed Seafood Festival poster.
- Up to 3 (5'x 6') company banners (banners will be created and provided by sponsor no later than September 26, 2017)
- Advertising on each of Tampa Bay's #1 and #2 tourism-related Instagram accounts: @clearwater.beach and @stpetebeach [4x on each Instagram] The business will be highlighted on those profiles and will stay on each profile in perpetuity [\$800 value].

Sailfish Platinum Sponsor \$10,000

- Recognized as a Platinum Sponsor with logo link to your website on the 36th Annual John's Pass Seafood Festival website as well as your logo in all newspaper advertisements, on festival site banners and on promotional posters
- 10'x10' prominently placed booth space with tent at festival
- Sponsorship gifts include: 6 Seafood Festival T-Shirts; 6 tickets to the exclusive Sponsor Party; 6 VIP Tickets; 3 VIP Parking passes; 1 framed Seafood Festival Poster
- Up to 2 (5'x 6') company banners (banners will be created and provided by sponsor no later than September 26, 2017)

Grouper Gold Sponsor \$5,000

- Recognized as a Gold Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website
- 10'x10' prominently placed booth space with tent at festival
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the exclusive Sponsor Party; 4 VIP Tickets; 2 VIP parking passes.
- Up to 2 (5'x6') company banners (banner will be created and provided by sponsor)

Starfish Digital Sponsor \$3500

- Recognized as a Silver Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website
- 10' x 10' booth space with tent at the festival
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the exclusive Sponsor Party; 2 VIP Tickets, 1 VIP Parking passes; 2 John's Pass Seafood posters
- Up to 1 (5'x6') company banners (banner will be created and provided by sponsor)

Snapper Silver Sponsor \$2,500

- Recognized as a Silver Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website
- 10' x 10' booth space with tent at the festival
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the exclusive Sponsor Party; 2 VIP Tickets, 1 VIP Parking passes; 2 John's Pass Seafood posters

Soda Booth/VIP Tent Sponsor \$2,000

- Recognized as a Soda Booth/VIP Tent Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website
- Company name placed on soda booth/VIP Tent in Festival
- Sponsorship gifts include: 3 Seafood Festival T-shirts; 3 tickets to the exclusive Sponsor Party; 2 VIP Tickets, 1 VIP Parking passes; 1 John's Pass Seafood posters

Starfish Sponsor- Booth/Participating \$1,500

- One 10 x 10 space for corporate displays and promotion
- Logo and web link on event website

Bluefish Bronze Sponsor \$1,000

- Recognized as a Bronze Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website
- Sponsorship gifts include: 2 Seafood Festival T-shirts; 2 tickets to the exclusive Sponsor Party; 2 VIP Tickets; 1 VIP Parking pass.

Scallop Select Sponsor \$500

- Recognized as a Select Sponsor with your logo on the 36th Annual John's Pass Seafood Festival website with a web link for one year.
- Sponsorship gifts include: 2 Seafood Festival T-shirts; 2 tickets to the exclusive Sponsor Party

Power Partner \$100

- Partner in offsetting the substantial power expenses incurred by festival.
- Company logo posted as a "Power Partner" on 36th Annual John's Pass Seafood Festival website



October 26-29, 2017

2017 Sponsorship Agreement

I, the undersigned, hereby agree to sponsor the 36th Annual JOHN'S PASS SEAFOOD FESTIVAL as indicated below.

Business Name: _____

Contact Person: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Website: _____ **SELECT**

YOUR CORPORATE SPONSORSHIP LEVEL

- Premier Sponsor* - \$20,000 Specify Booth Space dimensions _____X_____
- Premier Sponsor* - \$15,000 Specify Booth Space dimensions _____X_____
- Platinum Sponsor* - \$10,000 Specify Booth Space dimensions _____X_____ Specify Booth Space dimensions _____X_____
- Gold Sponsor* - \$5,000 Specify Booth Space dimensions _____X_____
- Silver Sponsor* - \$2,500
- Soda/VIP Sponsor* - \$2,000
- Booth/Participating Sponsor* - \$1,500 (ea. 10' x 10') # of spaces needed _____
- Bronze Sponsor - \$1,000
- Scallop Sponsor - \$500
- Power Sponsor - \$100

*E-mail a copy of your business Logo & Web link information to:

Sponsorship Amount Enclosed \$ _____

Signature: _____

Printed Name: _____

Date: _____

Make checks payable to John's Pass Village Association, and mail this form along with your contribution to: John's Pass Village Association PO BOX 8458, Madeira Beach, FL 33708

The JPVA, or the John' Pass Seafood Festival assumes NO liability for damage to sponsor's' property or for any injury to someone working for the sponsor at the Seafood Festival. The sponsor assumes all liability for any damages to sponsor's' property or for any injury to a person working for the sponsor during the Seafood Festival. Sponsor and all parties related to said sponsor agree to abide by all rules and regulations of the Seafood Festival. Any violation of rules or policies of the JPVA, or the Seafood Festival, could result in removal of sponsor from the festival. Upon execution of this agreement all fees are non-refundable.

No refunds will be made in case of rain or other natural disaster.