

2018 Sponsor Packet



Newport's 41st Annual
Seafood & Wine
Festival

February 22, 23, 24 & 25

Thursday	5 pm—9 pm
Friday	12 pm—9 pm
Saturday	10 am—6 pm
Sunday	10 am—4 pm

South Beach Marina
2320 OSU Drive,
just south of down town Newport

Festival Overview

Overview

The Newport Seafood & Wine Festival has become a showcase for premier Northwest wines, culinary professionals, and regional artisans. Now in our 41st year, the Festival offers the perfect backdrop to promote and celebrate over 150 wineries, eateries, and other exhibitors. Set in the heart of the central Oregon coast, this year, the Newport Seafood & Wine Festival will draw about 25,000 visitors over a four day period. As a Festival sponsor, you become a partner with the Newport Chamber of Commerce. Your support and increased personal involvement is instrumental in improving the economic health of our coastal community. In response, we offer your company a wide range of marketing strategies that yield a long-term investment, rather than a short-term experience.

About The Festival

All proceeds aid in the year-round programming of the Greater Newport Chamber of Commerce, who in turn support area businesses and provide residents with community oriented activities and benefits associated with a number of community organizations. As many as twenty-one local non-profit groups earn the majority of their annual budget during the Seafood & Wine Festival.

The Newport Seafood & Wine Festival offers your business:

- **Recognition**—We create a venue where local, state and regional attention may be focused on the wine and culinary offerings presented for the year.
- **Promotion of Sponsors**—Marketing is significant before, during and after the Festival, with advertising reaching along the coast, throughout the valley, to the Cascades, and out to the Gorge.

Location

2320 OSU Drive, in a tented venue in the South Beach Marina, just south of down town Newport.

Dates and Times

Thursday, February 22	5 pm–9 pm
Friday, February 23	12 pm–9 pm
Saturday, February 24	10 am–6 pm
Sunday, February 25	10 am–4 pm

FESTIVAL PRODUCER

Greater Newport Chamber of Commerce
555 SW Coast Hwy, Newport, OR 97365
www.newportchamber.org
Tel: 541-265-8801 Fax: 541-265-5589

Marketing Outline

Our marketing plan begins six months prior to our event. We aggressively advertise, utilizing an extensive cross selection of media sources. This includes repeated impressions, both in local and statewide print, radio, social networking, internet, and television to promote the Newport Seafood & Wine Festival, which includes but is not limited to the following:

- Billboard signage—2 months, valley location TBD - (Presenting Sponsor opportunity)
- Wine Goblet branding (10,000 goblets—Presenting Sponsor opportunity)
- Radio: 19 stations, nearly 1,500 advertisements
- Print Media: Newport News-Times, Newport Chamber of Commerce Communicate, and others
- Magazines: Oregon Coast Today, Oregon Coast Magazine, Pacific Coast Living, and others
- Websites: www.newportchamber.org; discovernewport.com; www.visittheoregoncoast.com; traveloregon.com; AND a dedicated website for our annual Festival seafoodandwine.com!
- Social Media: Seafood & Wine Facebook (over 7,500 fans), and other Facebook advertising
- Television: KGW News Channel 8; Charter/Comcast Advertising
- Bi-Monthly electronic Biz Blurbs (1,200) each push
- Extensive public relations outreach
- Radio and on-line promotion
- Seafood & Wine Festival mobile app

Festival Advertisement And Deliverables

Seafood & Wine Festival mobile app -Please email a 50 word description of your business that you'd like included in your app listing.

Radio Interview

Contact Sheena Scarberry (541-265-8801) to schedule an interview on Chamber In Action, a Monday morning radio talk show on KNPT 1310 AM, 8:35 a.m.

Website Logo

Please email a high-resolution company logo. Logos are due at time of payment.

Banners

Banners may be delivered to the Newport Chamber of Commerce office by February 8, 2017. ***You may pick up your banner at the Chamber Office by March 9, 2018***

Tickets and Passes

Festival Tickets will be mailed by Thursday, February 1, 2018.

Sponsor Opportunities

Sponsor Level	Presenting Sponsor \$10,000	E-Ticket \$5,000	Platinum \$4,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Friends Of The Festival \$300	Bus Stop \$175
*Valley Area Billboard 2 Months								
10'x10' Premium Location Booth At Festival								
E-Ticket Branding OR Wine Goblet Branding								
Radio Interview On Chamber In Action	 Call To Schedule Interview	 Call To Schedule Interview	 Call To Schedule Interview	 Call To Schedule Interview	 Call To Schedule Interview			
Banners @ Festival Site	 Three Banners 3'x10'	 One Banner 3'x10' or Two 3'x6' banners	 One Banner 3'x6' or less	 One Banner 3'x6' or less	 One Banner 3'x6' or less	 One Banner 3'x6' or less	 One Banner 3'x6' or less	
Listing in SWF mobile app with photo & description								
Shout outs over the PA System throughout the event								
Logo with Link on SeafoodandWine.com								
Communique And Other Media Releases								
Festival Passes: Sponsor Reception Passes:	12 Festival Passes 4 Sponsor Reception Passes	8 Festival Passes 4 Sponsor Reception Passes	6 Festival Passes 4 Sponsor Reception Passes	4 Festival Passes 2 Sponsor Reception Passes	2 Festival Passes 2 Sponsor Reception Passes	2 Festival Passes 2 Sponsor Reception Passes	** (see below)	** (see below)

**Discounted Festival Passes available to all sponsors. Additional Sponsor Reception Passes @ \$40 each (Pre-Purchase Only)

Sponsor Levels

PRESENTING SPONSOR - \$10,000

- Exclusive 2 months billboard advertising as the Seafood & Wine Presenting Sponsor (in the valley, location TBD)
- 10'X 10' Festival Premium Location Booth
- Chamber Cornerstone Member with ad on homepage
- One of four lit signs in front of Chamber building
- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- Three 3'x10' banners at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Advertising (banner and full page) on Seafood & Wine Festival mobile app
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival website

*****RETURNING OFFER (time sensitive- must be ordered by November 15)*****

For an additional \$5,000 your logo will be placed on 10,000 Wine Goblets, along with the traditional Seafood And Wine Festival Logo, to commemorate our 40th year!!

E-TICKET SPONSOR - \$5,000

- Exclusive labeling for E-Ticket
- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- One 3'x10' banner (or two 3'x6' banners) at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

Sponsor Levels

PLATINUM SPONSOR - \$4,000

- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- One 3'x6' banner at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

GOLD SPONSOR - \$2,500

- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- One 3'x6' banner at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

SILVER SPONSOR - \$1,000

- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- One 3'x6' banner at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

Sponsor Levels

BRONZE SPONSOR - \$500

- Complimentary passes for events attached to the Festival *see page 4
- Public acknowledgements on-site, during Festival weekend
- One 3'x6' banner at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

FRIENDS OF THE FESTIVAL SPONSOR - \$300

- Public acknowledgements on-site, during Festival weekend
- One 3'x6' banner at Festival site (you provide)
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

BUS STOP SPONSOR - \$175

- Public acknowledgement on-site, during Festival weekend
- Extensive marketing throughout the Valley, Columbia Gorge, and along the Central Coast, including print media, radio, internet, television, pre-post Festival
- Media releases
- Listing in Seafood & Wine Festival mobile app with photo/logo and description
- High profile internet exposure with logo and (qualified) link to official Seafood & Wine Festival site

SPONSORSHIP PACKAGES MAY BE CUSTOMIZED

Contact Courtney Rand to discuss your company's needs. Learn how to increase your sponsor level by matching In-Kind trade with your cash contribution.

Sponsor Commitment Form

YES, PLEASE SIGN ME UP!!!

CHOOSE ONE OF THE FOLLOWING

SOLD Presenting Sponsor \$10,000

SOLD **ADDITIONAL OPTION: Logo on Wine Goblets (\$5,000)

E-Ticket Sponsor \$5,000

Platinum Sponsor \$4,000

Gold Sponsor \$2,500

Silver Sponsor \$1,000

Bronze Sponsor \$500

Friends of the Festival Sponsor \$300

Bus Stop Sponsor \$175

WE NEED YOUR INFORMATION

Contact Name

Business Name

Address

City

St

Zip Code

Email Address

Office Phone

Cell Phone

Fax Number

INDICATE YOUR PAYMENT METHOD

Check Enclosed

In-Kind Services, No Payment Due

Invoice Me For \$ _____

Credit Card (VISA, MC, Discover)

Account Number

security code

Exp Date

Zip Code

Signature

Today's Date

PLEASE SEND COMPLETED FORM TO:

Greater Newport Chamber Of Commerce

attn.: Courtney Rand

555 SW Coast Hwy

Newport, OR 97365

541.265.8801 (phone) or 541.265.5589 (fax)

courtney@newportchamber.org