



Norwalk Seaport Association's 48th Annual Oyster Festival September 11, 12 & 13th 2026

Sponsorship Opportunities

The Festival has worked!

On September 17, 1978, the first Oyster Festival was inaugurated by a small group of people who subsequently formed the non-profit The Norwalk Seaport Association.

That initial event, in the 35-acre Veterans Memorial Park in Norwalk drew 10,000 people in 1978. Now 48 years following the opening, we typically expect more than 40,000 Oyster Festival people to join in the annual celebration of Norwalk's maritime heritage.

Proceeds from the Festival support the Seaport's Sheffield Island Lighthouse, Ferry service for public access and environmental educational programs.



**Norwalk Seaport Association • 213 Liberty Square • Norwalk, CT 06855
(203) 838-9444 phone • www.seaport.org**



Festival Goals

- To create a truly unique event that symbolizes the spirit of this revitalized seaport; to foster public awareness of our marine environment and maritime heritage through education and preservation.
- To provide opportunities for non-profit community groups, including the Norwalk Seaport Association (NSA), to earn a significant portion of their annual income at the Oyster Festival—thus allowing them to continue and expand activities benefiting the citizens of Fairfield County.
- To offer sponsors—be they local, regional, national, or global—the opportunity to be associated with a compelling, annual community event that now draws tens of thousands of positive, up-beat citizens from Norwalk and many surrounding towns, cities and counties.



Vital Statistics

Over the years, the Norwalk Seaport Association Oyster Festival has been recognized by the state of Connecticut, Library of Congress, American Bus Association and the International Festival and Events Association as one of the top events in the country and for the vital role of the volunteers and nonprofit organizations in the production and continuing success of the Oyster Festival.

Dates & Times 2026

| | |
|---------------------|----------------|
| Friday Sept. 11th | 6 PM to 11 PM |
| Saturday Sept. 12th | 11 AM to 11 PM |
| Sunday Sept. 13th | 11 AM to 8 PM |

Visitor Demographics (not audited)

Fairfield County 78%; Other CT Counties 10%
 Westchester County 12%
 Adults 20 to 51 – 71% Married - 75% have children

Fairfield County

One of the highest-income counties in the United States and home to New York City metropolitan suburbs such as Norwalk, Greenwich, Stamford, Darien, New Canaan, Wilton, Weston Westport, and Fairfield & NY Westchester County.



Norwalk Seaport Association
45th (2022) Annual Oyster Festival
Marketing Activity & Results

Event Summary

- **During the marketing period** our reach is 10 million people thru print, broadcast, online and social media
- **Estimated attendance @** 40,000 plus volunteers, sponsors, and exhibitors

Social Media

- **Website** www.seaport.org received 52,000 visits from Aug. 10 -Sept. 15th
- **Facebook** 3,156 Fans/Likes
Posts can reach more than 2K per post during OF Hitting key market of female, age 35-54, total reach more than 8,000
- **Facebook Ads**
- **Twitter** over 1403 followers
- **Public Relations** reached more than 10 million people through print, broadcast and on-line media. Over 90 different media with every major media with more than one story

Radio / TV

- **Cablevision 856** TV spots, News 12, T&W, ESPN, Disney, Food Network & numerous other cable shows
- **Connoisseur Media** 95.9 Fox, Star 99.9, 99.1 WPLR. 240 spots and 220 promotional mentions
- **National Public Radio WPKN**

Print/On-line Media

- **The Hour & Wilton Villager** Standard daily print editions plus 100,000 on-line impressions



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Presenting Sponsor

Presenting Sponsor will receive:

Official designation as Presenting Sponsor of The Oyster Festival
Identification as Presenting Sponsor in 300 Radio Ads on Connoisseur Media –
Star 99.9 & The Fox 95.9, WPLR 99.1 & 220 Promotional Mentions
Advertising Reach is Ten million people
Identification as Presenting Sponsor in over 470 Cablevision Ads
Your name & logo will appear on all printed Ads
Logo Identification in Newspaper Ads
Logo Identification on Oyster Festival Guide Online
Identification as the Presenting Sponsor in all Press Releases
30'x 30' Activation Space
300 Tickets for clients and employees (\$3,000 value)
Direct Link for sponsor at Seaport.org for 12 months
VIP Parking
Posts on Instagram, Facebook, Twitter, other social media outlets
Presenting Sponsor will be included in our billboard marketing campaign

Contact Seaport Office for Details



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Main Stage Sponsor

Saturday and Sunday you will sponsor music and entertainment featuring popular national & regional performers and acts.

Sponsor will receive:

- Official designation as Main Stage Sponsor of the Oyster Festival
- Identification as Main Stage Sponsor in 300 Radio Ads on Star 99.9, The Fox 95.9, & WPLR 99.1
- Sponsor recognition at Main Entertainment Stage
- Introduction of entertainment with sponsor's name
- 20 x 20 Activation Space
- Logo Identification in Newspaper Ads
- Logo Identification in the Festival Guide Online
- Identification as the Main Stage Press Releases
- 150 tickets for clients and employees
- Direct Link for sponsor at Seaport.org for 12 months
- VIP Parking
- Posts on Instagram, Facebook, Twitter, other social media outlets

Contact Seaport Office for Details



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Special Attractions Sponsor

Official Designation as The Special Attractions Sponsor

Each year the Oyster Festival features numerous special attraction shows & events.

Past events included Nerveless Nocks motorcycle Stunt Show, Paul Bunyan Loggers Show, Motocross Stunt Competitions and more.

20' x 20' Tent for sponsor promotion

Identification as The Sponsor in 300 Radio Ads on Star 99.9, The Fox 95.9, & WPLR 99.1

Introduction of entertainment with sponsor's name

Logo Identification in Newspaper Ads

Identification in the Festival Guide

100 Tickets for Clients and Employees

VIP Parking

Direct link for sponsor at Seaport.org for 12 months

Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$12,000



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Kid's Cove Title Sponsor

The Oyster Festival's famous family entertainment destination featuring rides, games, clown acts and wonderful Seaport Characters

Official Designation as Kid's Cove Sponsor
Kid's Cove Entry Signage
20' x 20' in Activation Space with tent
Identification as Kid's Cove Sponsor in all Marketing & Promotional Programs
100 Tickets for Clients and Employees
VIP Parking
Direct link for sponsor at Seaport.org for 12 months
Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$15,000



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**Norwalk Seaport Association's 48th Annual Oyster Festival
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**Family Day Title Sponsor
Sunday September 13th 2026**

The Oyster Festival has designated Sunday as Family Day at the Festival. The program offered will target this key demographic by providing numerous incentives (see Sunday Specials below) for parents and children to attend and enjoy the day dedicated to them.

Official Designation as Oyster Festival Family Day Sponsor
20 X 20 Tent in Kids Cove to Promote / Market your Company
Identification as Family Day Sponsor in all Marketing & Promotional Programs
100 Tickets for Clients and Employees
VIP Parking
Direct link at Seaport.org for 12 months
Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$10,000



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New England Seaport Village Sponsor

The village represents a colorful grouping of a diverse array of interactive displays, demonstrations and exhibits. Both business sponsors and Non-Profits alike are represented.

Official designation as New England Village Title Sponsor
New England Village Entry Signage by Sponsor
Banners placed throughout N.E. Village area (Sponsor provided)
20 x 20' Activation Spot with tent
Identification as New England Village Sponsor in all Press Releases
50 Tickets for clients and employees
VIP Parking
Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$7,500



**Norwalk Seaport Association's 48th Annual Oyster Festival
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Arts & Crafts Title Sponsor

Sponsor this Arts & Crafts exhibit

Official Sponsor of Arts & Crafts
Signage in and around the Arts & Crafts Section
Identification in the Festival Guide
50 Tickets for Clients and Employees
Identification as Arts and Crafts Sponsor in All Press Releases
VIP Parking
Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$7,500



**Norwalk Seaport Association's 48th Annual Oyster Festival
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Patron Dining Tents

Thousands of Festival attendees relax and enjoy the delicious food and treats from the non-profit food booths.

Official Sponsor Patron Dining Tents
20' X 20' Marketing area with tent
Signage on dining tents throughout festival
Identification as Dining Sponsor in All Press Releases
50 Tickets for Clients and Employees
VIP Parking
Posts on Instagram, Facebook, Twitter, other social media outlets

Sponsor Investment \$5,000



**Norwalk Seaport Association's 48th Annual Oyster Festival
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Field Banners Displayed on 10' kiosks

Your ad or logo on a banner displayed at one position of a four sided 10' high kiosk or fencing. These kiosks and fencing will be located in prominent locations throughout the Oyster Festival. This is a great way to show Community Support while advertising your business or non –profit. (Some restrictions apply)

5' wide x 4' high White vinyl banner
Identification in the Festival Guide
One Banner \$500
Two Banners (same copy) \$900
Three Banners (same copy) \$1300

** other signage sizing available please contact the office **



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SPONSORSHIP OPPORTUNITIES

| | |
|---|---|
| Presenting Sponsor | Contact Seaport Office |
| Main Stage Sponsor | Contact Seaport Office |
| Special Attractions Sponsor | \$12,000 |
| Kids Cove Sponsor | \$15,000 |
| Beverage Sponsor | \$15,000 |
| Family Day Sponsor | \$10,000 |
| Water & Soda Sponsor | \$10,000 |
| New England Seaport Village Sponsors | \$7,500 |
| Arts & Crafts Sponsor | \$7,500 |
| Patron Dining Tent Sponsor | \$7,000 |
| Field Banners (supplied by sponsor) | \$500 - (1) // \$900 (2) // \$1300 (3) |