



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10 2023**

### **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 East Norwalk drew 10,000 people in 1978. Now 44 years following the opening, we typically expect more than 40,000 Oyster Festival people joining 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](http://www.seaport.org)**



## Festival Goals

- To create a truly unique event that symbolized 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 2023

Friday Sept. 8	6 PM to 11 PM
Saturday Sept. 9	11 AM to 11 PM
Sunday Sept. 10	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.

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## Norwalk Seaport Association 43rd (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](http://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

- **Norwalk Plus Magazine**
- **Stamford Plus Magazine**
- **The Newtown Bee**
- **The Hour & Wilton Villager** Standard daily print editions plus 100,000 on-line impressions
- **Stamford Advocate, Greenwich Time, CT Post & Danbury News Times**
- **New Haven Register**
- **Brooks Weekly Newspapers** – Norwalk, Westport, Fairfield, Greenwich, Darien & New Canaan
- **Acorn / Hersam Newspapers, 19 print publications, 16 web sites & The HAN Network** – Amity, Bridgeport, Wilton, Darien, Weston, Fairfield, Greenwich, Huntington, Lewisboro, Monroe, Easton, Milford, New Canaan, Redding, Ridgefield, Shelton, Stratford, Trumbull & Valley/Oxford
- **Journal News Westchester**
- **Minuteman Newspaper Westport & Fairfield**
- **Metro North** sold train/Oyster Festival combo tickets to SONO station with bus to Festival grounds. Cooperative marketing effort reached consumers in Fairfield / Westchester counties & NYC @ Grand Central Train Station



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**Presenting Sponsor**

*This Sponsorship has been purchased and is not available for 2023*

**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  
Identification as the Presenting Sponsor in all Press Releases  
30'x 30' Activation Space  
Logo Identification on 1500 Volunteer Tee Shirts  
200 Tickets for clients and employees  
Direct Link for sponsor @ Seaport.org for 12 months  
VIP Parking  
Facebook, Twitter, Instagram

*Sponsor Investment \$25,000*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **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 @ 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
- Identification as the Main Stage Press Releases
- Logo Identification on 1500 Volunteer Tee Shirts
- 150 tickets for clients and employees
- Direct Link for sponsor @ Seaport.org for 12 months
- VIP Parking
- Facebook, Twitter, Instagram

*Sponsor Investment \$15,000*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **Special Attractions Sponsor**

Official Designation as The Special Attractions Sponsor

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

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

Logo Identification on 1,500 Volunteer T-Shirts

Identification in the Festival Guide

100 Tickets for Clients and Employees

VIP Parking

Direct link for sponsor @ Seaport.org for 12 months

Facebook, Twitter, Instagram

*Sponsor Investment \$12,000*



## Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023

### Kid's Cove Title Sponsor

*This Sponsorship has been purchased and is not available for 2023*

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 @ Seaport.org for 12 months

Facebook, Twitter, Instagram

*Sponsor Investment \$10,000*





**Norwalk Seaport Association's 45th Annual Oyster Festival  
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**Family Day Title Sponsor  
Sunday September 10, 2023**

***This Sponsorship has been purchased and is not available for 2023***

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  
Logo Identification on 1500 Volunteer Tee Shirts  
VIP Parking  
Direct link @ Seaport.org for 12 months  
Facebook, Twitter, Instagram

*Sponsor Investment \$10,000*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **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  
Logo Identification on 1500 Volunteer Tee Shirts  
50 Tickets for clients and employees  
VIP Parking  
Facebook, Twitter, Instagram

*Sponsor Investment \$7,500*



**Norwalk Seaport Association's 45th 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  
Facebook, Twitter, Instagram

*Sponsor Investment \$7,500*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **Patron Dining Tents**

***This Sponsorship has been purchased and is not available for 2023***

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  
Facebook, Twitter, Instagram

*Sponsor Investment \$5,000*



**Norwalk Seaport Association's 45th Annual Oyster Festival  
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**Oyster Pavilion**

***This Sponsorship has been purchased and is not available for 2023***

Get regional exposure at Norwalk's famous Oyster Industry Pavilion. The exhibits are educational hands on experience.

Saturday Oyster Shucking Contest  
Sunday Celebrity Oyster Slurping Contest

Official designation as Oyster Pavilion Sponsor  
Located near main entrance  
20' X 20' Activation spot with tent  
Signage on the tent  
Identification in the Festival Guide  
Identification as Oyster Pavilion Sponsor in All Press Releases  
50 Tickets for Clients and Employees  
VIP Parking  
Facebook, Twitter, Instagram

*Sponsor Investment \$5,000*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **Special Needs Field Transportation**

Great visibility and much needed assistance for people unable to walk the 35 acre Oyster Festival site.

Official Sponsor as Special Needs Field Transportation  
4 to 6 Golf Carts with signage  
Opportunity to staff the carts with uniformed volunteers  
6 Stations around the field with benches and signage  
Identification in the Festival Guide  
50 Tickets for Clients and Employees  
Identification as Special needs Transportation Sponsor in All Press Releases  
Facebook, Twitter, Instagram  
Web Link on Seaport.org

*Sponsor Investment \$5,000*



## **Norwalk Seaport Association's 45th Annual Oyster Festival September 8, 9, 10, 2023**

### **Field Banners Displayed on 10' kiosks**

Your ad or logo on a banner displayed at one position of a four sided 10' high kiosk. These kiosks 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



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***SPONSORSHIP OPPORTUNITIES***

<b>Presenting Sponsor</b>	<b>\$25,000</b>	<b>NOT AVAILABLE</b>
<b>Main Stage Sponsor</b>	<b>\$15,000</b>	
<b>Special Attractions Sponsor</b>	<b>\$12,000</b>	
<b>Kids Cove Sponsor</b>	<b>\$15,000</b>	<b>NOT AVAILABLE</b>
<b>Beverage Sponsor</b>	<b>\$15,000</b>	<b>NOT AVAILABLE</b>
<b>Family Day Sponsor</b>	<b>\$10,000</b>	<b>NOT AVAILABLE</b>
<b>Water &amp; Soda Sponsor</b>	<b>\$10,000</b>	<b>NOT AVAILABLE</b>
<b>New England Seaport Village Sponsors</b>	<b>\$7,500</b>	
<b>Arts &amp; Crafts Sponsor</b>	<b>\$7,500</b>	
<b>Patron Dining Tent Sponsor</b>	<b>\$5,000</b>	<b>NOT AVAILABLE</b>
<b>Oyster Pavilion</b>	<b>\$5,000</b>	<b>NOT AVAILABLE</b>
<b>Special Needs Field Transportation</b>	<b>\$5,000</b>	<b>NOT AVAILABLE</b>
<b>Field Banners (supplied by sponsor)</b>	<b>\$500</b>	<b>(1) // \$900 (2) // \$1300 (3)</b>