

PORT CITY *Seafood Festival*

2024

Sponsorship *and* Marketing Opportunity Guide

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Rotary
Club of Churchland



Rotary
Club of Portsmouth



**CREATE HOPE
in the WORLD**

Who We Are

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Rotary members believe that we have a shared responsibility to take action on our world's most persistent issues. Our 46,000+ clubs work together to promote peace, fight disease, provide clean water, sanitation, and hygiene, save mothers and children, support education, grow local economies, and protect the environment

We are people of ACTION. Founded in 1918 and 1984 respectively, the Rotary Clubs of Portsmouth and Churchland have a deeply rooted history of service in the City of Portsmouth.

As Rotarians, we are continually investing in our community. We've added more than 8,000 books to the City's library collection, made repairs, handicap modifications, and painted the exterior of more than 130 Portsmouth homes. We've collected countless donations for our schools, shelters, and meal sites, and provided annual scholarships to our high school graduates to support their educational goals.

About The Event

A fresh take on an iconic food festival with more than **38 years of history** in the City of Portsmouth.

Rotary's Port City Seafood Festival will bring together the freshest selection of local seafood showcasing the talents of Hampton Roads' leading chefs and culinary masterminds for an unforgettable dining experience.

Held during the peak of Blue Crab season, this riverfront event will delight attendees with a variety of mouthwatering seafood paired with a selection of local beer and wine. Come prepared to indulge!

Target Audience: Calling all seafood fans, dedicated foodies, festival lovers, and those just looking for a fun Friday night out, Port City Seafood Festival brings a little something for everyone. Centrally located in downtown Portsmouth, this event will attract attendees from the Peninsula and all over Southside Hampton Roads.



Event Highlights

Friday, June 21st, 2024
4-8 pm

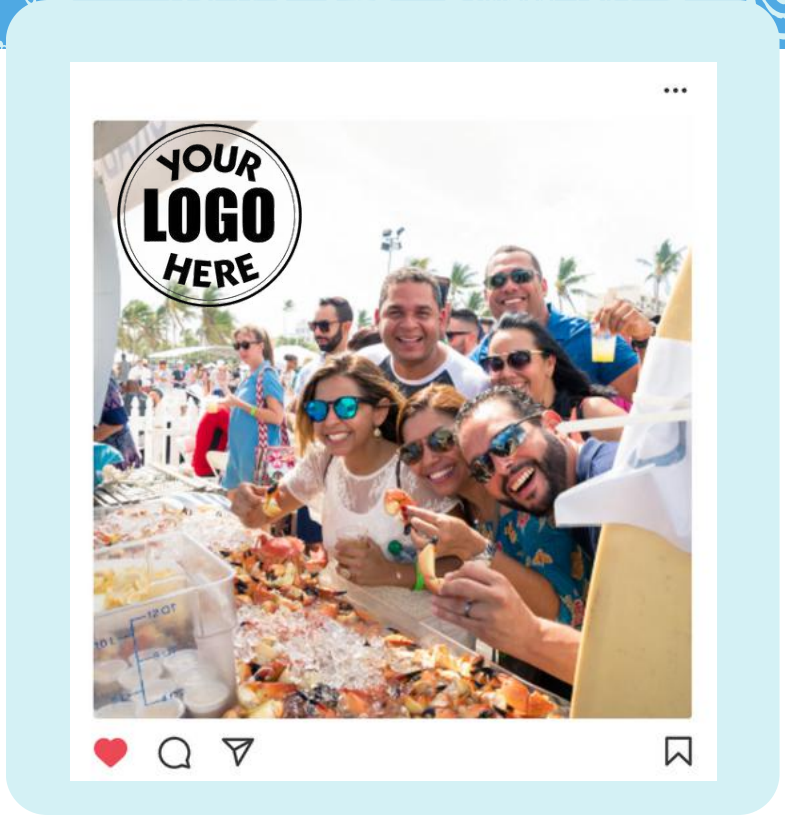
Portside Park, an outdoor, water-front venue in Portsmouth

Fresh and prepared seafood including steamed shrimp, raw and roasted oysters, soft shell crab and more.

Seafood demonstrations, special tastings & food pairing experiences

LIVE music experience

1500+ **seafoodies**



Pre-Event Marketing

Website logo placement.

Social media brand features.

Inclusion in print, digital, and tv/radio media and advertising.





Onsite Marketing

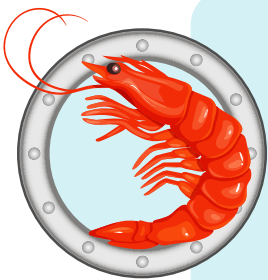
opportunities to feature your company's logo throughout the event.

Branded wristbands, drinkware, and sponsored stations reach attendees over the course of their entire event experience.



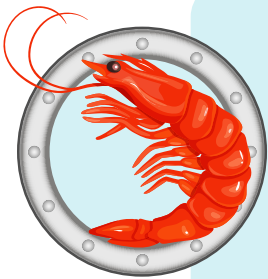
Sponsor Benefits

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.



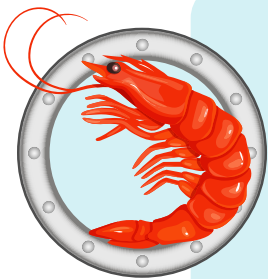
Brand Alignment

Rotary is known world-wide as an organization with high moral standards, rooted in service and highly connected to community. With the motto of “Service Above Self,” Rotarians are relentless in their pursuit of ways to give & volunteer.



Community Impact

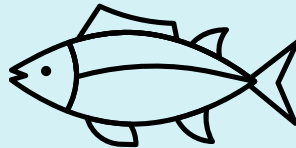
As an all-volunteer organization, 100% of the funds raised by Rotary go back into our community in the form of support for our schools, college scholarships, and grants to our nonprofit organizations and community initiatives.



Positively Portsmouth

Partner with Rotary to bring a fun, high-value event to the City of Portsmouth. Designed to be enjoyed by both Portsmouth residents and our neighbors in Hampton Roads, with additional benefits to local tourism, hospitality, and seafood industry.

Sponsorship Packages



Top Tuna

**Title Event Sponsor
1 Available**

Event name will include a mutually agreed upon combination of "Port City Seafood Festival" and Title Sponsor company name.

Title Sponsor will receive prominent logo/message placement, including onsite signage (at least 4 locations), all radio & television spots, all print & digital ads, and all print materials including print-at-home tickets, size permitting.

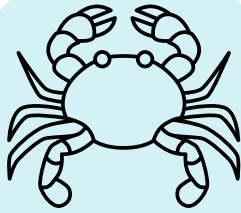
Title Sponsor will be offered a highly visitable onsite promotional booth of 20 linear feet by 10 linear feet. The promotional activity must be mutually agreed upon and fall within Rotary guidelines.

Title Sponsor will be offered an agreed upon promotional opportunity in at least 3 social media posts in the weeks leading up to the festival.

Title Sponsor will receive 20 Port City Seafood Festival ticket and VIP hospitality suite.

\$15,000

Sponsorship Packages Continued



King Crab

Presenting Sponsor
6 Available

Onsite & website logo placement

2 social media ad features

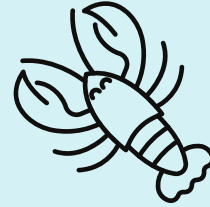
Inclusion in digital advertising

10 festival tickets & VIP
hospitality suite

First come opportunities to present:

- *Music Stage*
- *Bar*
- *Drinkware*
- *Rawbar*
- *VIP Tasting*
- *Latrines*

\$5,000



Leading Lobster

Supporting Sponsor
3 Available

Onsite & website logo
placement

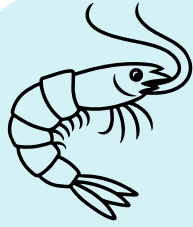
1 social media ad feature

6 VIP festival tickets

First come opportunities to present:

- *Yard games and activity stations*
- *360 photobooth*
- *Food Demo Booth*
- *Dessert on Wheels*

\$3,000



Big Shrimpin'

**Supporting Sponsor
2 Available**

Website logo placement

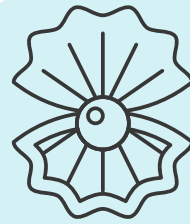
1 social media ad feature

4 VIP festival tickets

First come opportunities to present:

- *Wristbands featuring your logo*
- *Ticket-back w/ your logo or an ad*

\$1,500



Shiny Pearl

**Supporting Sponsor
10 Available**

Website logo placement

Gift acknowledgment on social

2 Event Tickets

\$500

In-kind contributions are sought for the following goods and services:

Photography/Videography

Advertising

Printing services

Food & Beverages

Water & Ice

Latrines/Sanitation

We welcome the opportunity to create a sponsorship package in for these and other trade for goods or services.

IN-KIND



Thank you!

**We look forward to
partnering with you!**

churchlandrotary.org
portsmouthvarotary.org

