

Sea Festival of Trees

2016 Sponsorship Information and Marketing Opportunities



SeaFestival of Trees

ABOUT THE EVENT

SeaFestival of Trees is a popular seasonal event that attracts upward of 15,000 people annually. The 15-day holiday fundraiser presents a magnificent display of 150+/- Christmas trees donated and decorated by regional businesses, individuals, student groups, families and organizations, all set amongst a backdrop of panoramic ocean views. The multi-faceted event raises funds



for designated local charities, and is an established, fun holiday tradition for families and the general public. 2016 will mark the 4th annual event held at the spacious and modern Blue Ocean Event Center, located on the ocean at Salisbury Beach.

AUDIENCE & ATTENDEES

- Up to 20,000 visitors in 2015 over 15 days
- Zip code data shows visitors are from Essex and Suffolk counties, the Merrimack Valley, North Shore of Boston, Southern New Hampshire
- Event establishes Salisbury as a desirable place to visit and live, spurs economic development, attracts families and mature adults to Salisbury, and supports revitalization of Salisbury Beach.

WHO THE EVENT SUPPORTS

\$74,000 was donated to the following local non-profit organizations in 2015:

- **Anna Jaques Hospital**—regional community hospital located in Newburyport
- **Salisbury Beach Partnership**--non-profit established in 2007 to create a better Salisbury Beach through free public programming (festivals, outdoor summer concerts, fireworks, and landscaping) and beach advocacy that supports a families and tourists
- Annually selected non-profit receives small event stipend; 2014 recipient was the Salisbury Beach Betterment Association.

EVENT DATES & LOCATION

Friday, November 18 – Sunday, December 4, 2016 at Blue Ocean Event Center, 4 Oceanfront North, Salisbury, Massachusetts.



Overall Festival Sponsorship

Businesses get involved with the SeaFestival of Trees to gain valuable exposure during the peak holiday buying season. Sponsor packages range from \$1,500-\$7,500 and feature the following marketing and hospitality benefits.

Marketing Exposure

Extensive event exposure through multiple media sources. Marketing programs and promotions resulting in more than 500,000 impressions. Sponsors receive recognition in the following media based upon sponsor level as outlined:

- 7 radio station ad buys
- 50+ premium location roadside signage and building banners
- 15,000 rack cards
- 1,000 posters
- 3,000+ flyers distributed through area school systems and day care providers
- 1,000+ flyers distributed through regional businesses
- Social media platform postings (Facebook—3.5K followers, Instagram, Twitter)
- Company name Included in press releases to major publications including regional magazines, newspapers, radio stations, chambers and web-based promotional sites.
 - All levels—inclusion in social media posts, press releases
 - \$3,000+--Small logo on print materials
 - \$5,000+--Medium logo on print materials + banners, rotational mention in paid radio spots
 - \$7,500+--Top line, larger logo on print materials + banners, mention in all paid radio spots

Program Book Advertising

- 5,000 copies distributed during 15-day Festival viewed by more than 30,000 people.
- Ad sizes run from full-page to business card dimensions.
- Sponsor levels include varying size ads:
 - \$1,500+--Business Card Ad
 - \$3,000+--Quarter Page Ad
 - \$5,000+--Half Page Ad
 - \$7,500+--Full Page Ad



Preview Passes

- Opportunity to receive Preview Passes for your clients, employees or favorite charity to visit festival on Friday, November 18 from Noon-5pm before Festival opens to the public.
 - \$1,500+--50 passes \$250 value
 - \$3,000+--100 passes \$500 value
 - \$5,000+--150 passes \$750 value
 - \$7,500+--200 passes \$1,000 value

Gala Event and Thank You Party Benefits

- Complimentary tickets to the Grand Tree Lighting Event – number of tickets based upon level of sponsorship:
 - \$1,500+--2 tickets
 - \$3,000+--4 tickets
 - \$5,000+--6 tickets
 - \$7,500+--8 tickets
- Company recognition on event signage and during speaking program at the Friday, November 18 event
- Company executive offered the opportunity to present remarks at both the Grand Tree Lighting Event and the Festival Thank You Party (\$5K+ levels).

Hospitality Opportunity

- Complimentary use of Ocean Room to host customer/employee event (\$3K+ levels). *Food and beverage at company expense.*

Prominent Display of Company Tree

- Opportunity to select room and location of your Company's tree to ensure maximum exposure.
- Company name prominently displayed next to your holiday tree with distinction signifying sponsor status.

Complimentary Festival Booth

- Opportunity to set up your Company booth/table near Festival entrance
- Select one or more peak Festival days (Friday, November 25, Saturday, November 26, Sunday, November 27, Saturday, December 3 and Sunday, December 4).



Event & Activity Sponsorships

All event or area sponsors receive all of the benefits outlined under the event or activity below plus:

- Company logo and link on Festival website, in social media, on print materials and signage featuring the event, in the Festival program book, and in press releases.

NEW! Holiday Laser Light Show & Entertainment **\$4,000**

- Opportunity for Company logo to be featured in exclusive NEW and exciting 25 minute holiday laser light show—a lighting phenomenon set to music.
- Company name announced at the start of each show as sponsor. Show to be presented six times daily November 25-November 27 from the Blue Ocean Music Hall performance stage.
- Opportunity for Company sponsorship of all stage entertainment during 15-day event. Company name featured during live introduction of acts, on signage and in Festival Program Book as sponsor.

Grand Tree Lighting Spectacular **\$3,000**

- Presenter and sponsor of opening Event on Friday, November 18
- Company logo on event invitation and tickets
- 12 VIP tickets to opening event (\$40 each)
- Company executive to introduce band on stage in Blue Ocean Music Hall
- Company recognition during tree awards presentation with Senator O'Connor lves
- Company banner in Grandview Hall and Blue Ocean Music Hall during event
- Use of small backstage Green Room for client hosted hospitality

Santa's North Pole Visit Area & Letters to Santa **\$2,000**

One of the Festival's most popular family areas!

- Company logo featured on Dear Santa Letter forms (5,000 printed and filled in by children and families).
- Logo on authentic, life-size North Pole Mailbox.
- Company name sponsor of Santa treats provided to children
- Opportunity for Santa's helpers to wear your Company's logo'd hat, shirt or apron in Santa area.
- Opportunity to offer a Family Fun Package and enter to win display in Santa area; names and emails provided to sponsor



Brand Sponsorship

\$2,000

- Be the official vehicle, beverage, food product or retailer, insurance company, radio station, health club, etc. of the SeaFestival of Trees.
- Opportunity to showcase your product through premium brand marketing for duration of Festival (car parked in front of building, beverage or food item showcased at all bars, shows and events, etc.)
- Opportunity for sampling or booth at events and during Festival peak visitation hours.

Seaside Skating Rink

\$2,000

- Opportunity for Company logo to be projected in gobo that is continually projected across the Seaside Ice Rink which is set up in the center of the main tree room.
- Company logo on Seaside Ice entrance columns and signage.
- Company featured as sponsor of all ice-related special events and activities.
- Company as official sponsor of Elsa the Snow Princess appearances around ice rink.

For more information about becoming a SeaFestival of Trees sponsor, contact Kathy Aiello at kaiello@atlantichg.com or call 978-764-3924 to have a sponsor package tailored to suit your company's budget and needs.



Sponsorship Commitment

___ YES, we would like to support the 2016 4th Annual SeaFestival of Trees fundraiser. Please count us in at the following level:

| | |
|---|----------------|
| 2016 Corporate Sponsorship Contribution: | |
| Presenting Sponsor | \$7,500+ _____ |
| Gold Star Level | \$5,000+ _____ |
| Silver Star Level | \$3,000+ _____ |
| Red Star Level | \$1,500+ _____ |

| | |
|---|---------------|
| 2016 Event/Activity Sponsorship: | |
| Holiday Laser Light Show | \$4,000 _____ |
| Grand Tree Lighting | \$3,000 _____ |
| Santa's North Pole | \$2,000 _____ |
| Brand Sponsor | \$2,000 _____ |
| Seaside Ice Skating Rink | \$2,000 _____ |

Contact Name: _____

Company Name: _____

Address: _____

City,State, Zip: _____

Phone: (____) _____ Email: _____

Please complete the form and mail with your check payable to SeaFestival of Trees, 4 Oceanfront North, Salisbury, MA 01952. Thank you!



ABOUT THE BENEFICIARIES

Anna Jaques Hospital

Anna Jaques Hospital is a 123-bed community hospital serving 17 cities and towns in Massachusetts and New Hampshire. Offering a wide range of acute care services to meet patient needs, AJH is clinically affiliated with Beth Israel Deaconess Medical Center, a Harvard teaching hospital. AJH provides inpatient and outpatient surgery, a diagnostic cardiac cath lab, a non-invasive vascular lab, and a birth center with OB/GYN, midwifery, and neonatology. Programs include a leading wound center, a primary stroke service, a comprehensive cancer center, the new Gerrish Breast Care Center and a Level III Trauma Center. The hospital has been named one of the Boston Business Journal's top 10 places to work in Massachusetts in 2010 and 2012.

Salisbury Beach Partnership

Salisbury Beach Partnership, Inc. exists to maintain and revitalize Salisbury Beach by developing programs and initiatives that provide cultural enrichment, strengthen the beach as a community asset, and preserve the beach's unique natural assets. During summer months, the Partnership presents festivals, outdoor concerts and weekly fireworks show free to the public.

SeaFestival of Trees Advisory Committee Members

Wayne Capolupo, Chairman
Kathy Aiello
David Chretien
Lee Ann Condon
Mike Condon
Paul Descoteaux

MJ Desmond
Kevin Gallant
Mary Gallant
Liz Pettis
Joanne Ryan
Alison Tames