



Sponsorship Opportunities



Festival Fast Facts

*Sea Festival
of Trees*

- 5th annual, 16-day holiday event
- Event Dates: Fri. Nov 17-Sun. Dec 3
- Attracts 20K+ people
- 150+ Christmas trees donated and decorated by businesses, individuals and families
- Each unique tree goes home with a lucky winner
- \$5 admission includes viewing of trees, free entertainment, ice skating on indoor rink, character appearances, visit with Santa, and more!
- Admission and tree raffle proceeds support the non-profit Salisbury Beach Partnership's campaign to bring back the historic Salisbury Beach carousel
- Held at Blue Ocean Event Center on Salisbury Beach





Audience Demographics



Visitor Data

- Wide regional draw from MA + NH
- Essex and Suffolk Counties, Merrimack Valley, Boston and North, Southern New Hampshire
- Average age 21-65
- Families, women, couples, business owners, organizations, community leaders, elected officials





Marketing/Sponsorship Opportunities

SPONSORSHIP BENEFITS	PRESENTING \$15K+	NORTH POLE \$10K	JINGLE BELLS \$5K	BRIGHT LIGHTS \$3K
PRE-EVENT RECOGNITION	SOLD			
# OF ADMIT ONE PASSES	300	150	75	50
LOGO ON COLLATERAL	Large	Medium	Small	
WEBSITE PRESENCE	✓	✓	✓	✓
SOCIAL MEDIA PROMOTION	✓	✓	✓	✓
RADIO ADS	✓	✓		
EMAIL BLASTS	✓	✓	✓	✓
PRESS RELEASE	✓	✓	✓	✓
EVENT ADVERTISEMENTS	Largest	Medium	Small	

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ON-SITE RECOGNITION	SOLD			
AD IN PROGRAM BOOK	Full/Inside Cover	Full	Half Page	Qtr Page
GALA/AWARDS EVENT	12 tkts	6 tkts	4 tkts	2 tkts
SPONSOR DISPLAY BANNER	Large	Medium	Medium	Small
MULTIPLE DAILY PA ANNOUNCEMENTS	All	8 days	6 days	4 days
BRANDED EVENTS & ACTIVITIES--See options	3 options 1 st choice	2 options	1 option	1 option
ROOM FOR PRIVATE PARTY	Site Fee Waived	50% Off Site Fee	25% Off Site Fee	10% Off Site Fee
PROMINENT DISPLAY OF COMPANY TREE	Featured	✓	✓	✓
COMPLIMENTARY BOOTH ON SELECT DAY	✓	✓	✓	✓

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SPONSORSHIP BENEFITS	PRESENTING \$15K+	NORTH POLE \$10K	JINGLE BELLS \$5K	BRIGHT LIGHTS \$3K
POST-EVENT RECOGNITION	SOLD			
THANK YOU PARTY	12 tkts	6 tkts	4 tkts	2 tkts
THANK YOU EMAIL BLASTS	✓	✓	✓	✓
PRESS RELEASES	✓	✓	✓	✓
SOCIAL MEDIA	✓	✓	✓	✓



EVENT & ACTIVITY SPONSORSHIPS

Branded options included with sponsor levels (see chart)

Spirits of Christmas Gala **\$3,000 value** **SOLD**

- Presenter and sponsor of opening event—including awards ceremony and grand tree lighting on Friday, November 17
- Company logo on event invitation and tickets
- Sponsor participation in and recognition during tree awards presentation with Senator and State Representative
- Company banner in Grandview Hall
- Use of small backstage Green Room for client hosted hospitality



Santa's North Pole Visit Area **\$3,000 value**

One of the Festival's most popular family areas!

- Company logo featured on Dear Santa letter writing table
- Logo on authentic, life-size North Pole mailbox
- Company name sponsor of Santa's candy cane treats provided to children
- Opportunity for Santa's helpers to wear your company's logo'd apparel
- Opportunity to offer a Family Fun Package and enter to win display





EVENT & ACTIVITY SPONSORSHIPS

Branded options included with sponsor levels (see chart)

Seaside Skating Rink

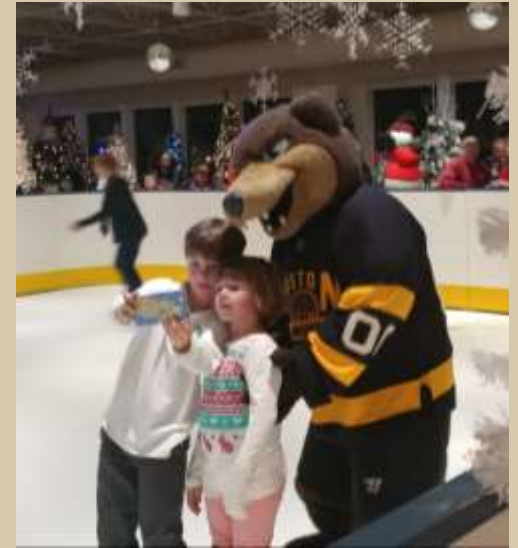
\$3,000 value

- Company banner displayed inside rink through February 2018
- Logo on Seaside Ice entrance columns and signage
- Company as official sponsor of Elsa the Snow Queen appearances near ice rink entrance

Sports Mascots & Holiday Characters

\$2,500 value

- Company featured as sponsor of mascot appearances and holiday characters, including:
 - Sat. Nov 25—Red Sox Mascot Wally the Green Monster
 - Fri. Dec 1--Blades the Bruin and the Ice Promo Team
- Opportunity for sampling or booth at events and during mascot and character visitation hours





EVENT & ACTIVITY SPONSORSHIPS

Branded options included with sponsor levels (see chart)

Brand Sponsor

\$2,500 value

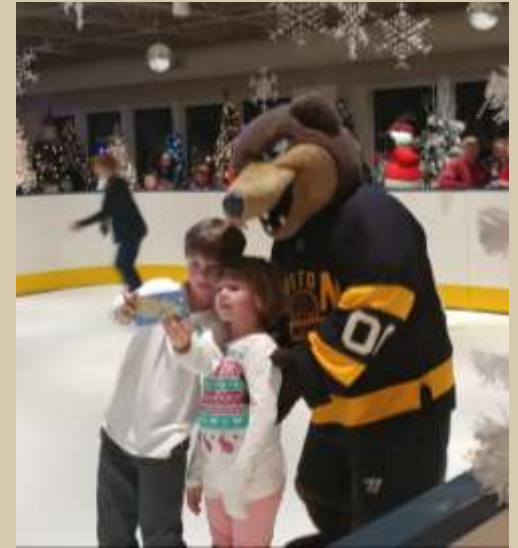
- Be the official vehicle, beverage, retailer, insurance company, radio station, health club, etc. of the SeaFestival of Trees. **Bank category SOLD.**
- Opportunity to showcase your product through premium brand marketing for duration of Festival (car parked in front of building, beverage or food item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

Festival Café Lounge

\$2,500 value

Seating for 45 guests with ocean views, fireplace, wi-fi, lounge furniture. Concession has full bar and a la carte food offerings.

- Naming rights for 2nd floor lounge during festival
- Sponsor-supplied tent cards or tray liners
- Company logo on menus
- Company signage or banner in lounge area. *Size limitations to be provided.*
- Sampling opportunity in lounge area





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Elsa the Snow Queen + Frozen Castle Area **\$2,500 value**

- Company banner displayed in Frozen Castle area
- Logo on signage
- Company mention in event announcements and during storytime
- Opportunity to provide a branded giveaway for children -- *Item must be pre-approved*



Holiday Themed Brunch **\$2,500 value**

Sell-out every year! Includes brunch, characters, entertainment, movie

- Select one brunch:
 - Sun. Nov 26--Santa & The Grinch Naughty or Nice Brunch
 - Sun. Dec 2—Polar Express Brunch **SOLD**
- Family Four Pack of tickets to event in Blue Ocean Music Hall
- Logo on event collateral and eblasts
- Logo on event printed materials—tickets, reservation cards, table numbers, activity booklet
- Logo on welcome signage
- Company mention in announcements during event





EVENT & ACTIVITY SPONSORSHIPS

Branded options included with sponsor levels (see chart)

Town Pride Nights \$2,000 value

Sponsor a town night—includes sponsorship of reduced admission (\$3pp), hot cocoa and/or cookie coupon for each attendee (approx. 500)

- Select one town:
 - Tues. Nov 21--Triton Night (Salisbury, Newbury, Byfield, Rowley)
 - Wed. Nov 22—Seabrook & The Hamptons Night
 - Mon. Nov 27—Amesbury Night
 - Tues. Nov 28—Newburyport Night
- Logo on town welcome signage
- Logo on event collateral and eblasts
- Opportunity to provide a branded giveaway on your select town night
Item must be pre-approved
- Company mention in announcements during event

Giant Gingerbread House \$2,000 value

Handcrafted confectionary creation seen by 35,000+ people between Nov. 16 and Jan 2018 in Blue Ocean Event Center lobby

- Logo engraved in Giant Gingerbread Castle display
- Company name on Gingerbread signage, eblasts, unveiling event
- Company mention in press releases
- Gingerbread decorating party for four guests with Gingerbread Baker Jim for 2 hours
- Company executive or designees to light gingerbread house at Thurs. Nov 16 event



*Sea Festival
of Trees*

SeaFestival of Trees Proceeds Support

- Campaign to bring back the historic Salisbury Beach carousel
- 125-year-old original Looff carousel with 47 hand carved horses
- Known as The Broadway Flying horses that delighted Salisbury Beach visitors from 1914-1977. Sold to Seaport Village in San Diego, CA, 1977-2004
- Now a museum quality restored American treasure available for purchase and return to its original home



Salisbury
Beach
PARTNERSHIP

SeaFestival
of Trees

Join us! Proven Holiday Attraction

- Gain exposure for your business through distinctive marketing opportunities
- Reach captive audience of 20,000+ visitors
- Be recognized for supporting an event that has donated to date nearly \$200,000 in donations

Our Proud Sponsors

