

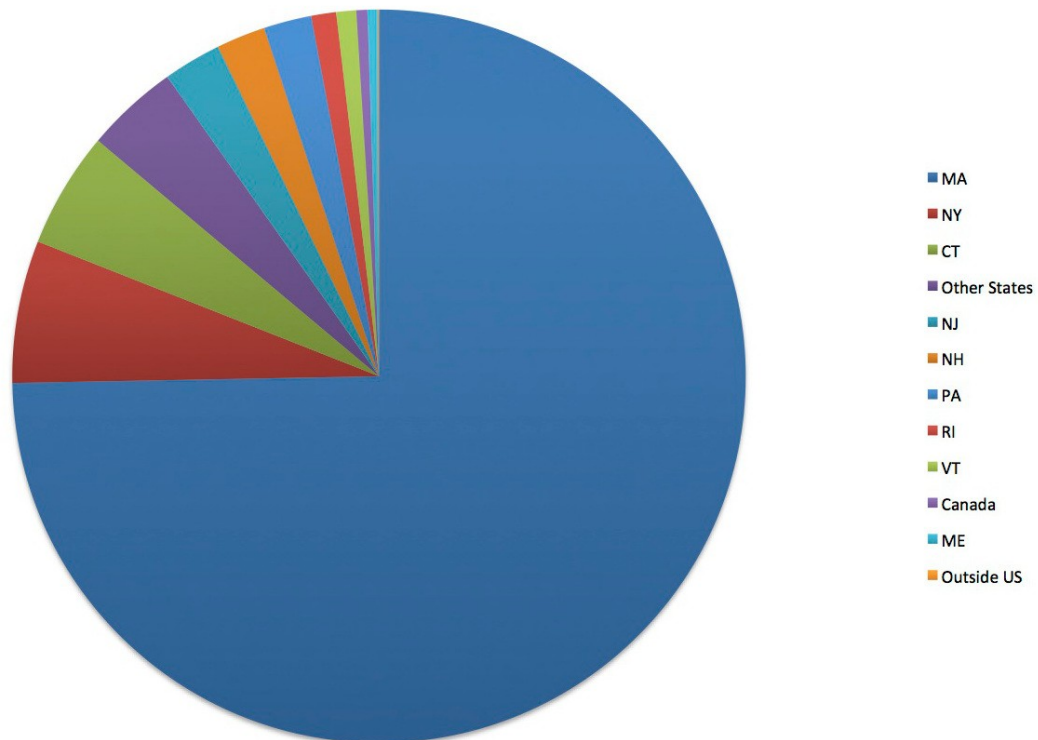


## **Top 10 Reasons to Sponsor the Wellfleet OysterFest**

- In its 16th year, the Wellfleet OysterFest has become the premier street festival on Cape Cod, and one of the premiere fall events in New England.
- The 'Fest is a professionally run multidimensional educational and entertainment event with diverse programming and interactive participation.
- The event is attended by 23,000-25,000 visitors over a two-day period.
- Core attendees are 60 and under and include young families, upper income second homeowners, upper income and highly educated seasonal visitors and residents.
- Attendee geography spans Cape Cod and Massachusetts residents primarily but also reaches the greater New England region and beyond.
- The 'Fest is estimated to generate over \$2 million dollars of income for the region and Cape Cod businesses (retail, restaurant and lodging industries).
- Event programming and entertainment is focused on creating awareness about the marine environment with the goal of uniquely connecting attendees with the products, services and organizations featured at the event.
- Because of the diversity of entertainment and interactive options at the event, combined with food, music and crafts vendors, the average OysterFest visitor typically stays at the event for an extended period of time during the day (4-5 hours) and frequently returns to the event on the second day.
- Wellfleet SPAT and the Wellfleet OysterFest have a loyal following. The website receives 20,000 visitors per month, with a session total of more than 24,000. Traffic tends to spike from late August through the weekend of the Festival.
- The organization has recently become involved in social media. We have over 5000 engaged followers on Facebook, 580 on Instagram and 180 on Twitter. This year we are instituting an aggressive communications plan to increase these numbers and your company's exposure with our fans.

## Geographical Distribution of Advance Ticket Sales for the 2014 Wellfleet OysterFest

*Estimated to be 17% of total number of event attendees*



### **Your company is a good sponsorship match with this event if:**

- Your company would like to place your brand, service or product in front of a loyal and culturally oriented, cause-related, highly engaged consumer.
- Your brand, service or product is positioned to an “active, discerning or discretionary income” consumer.
- Your company or organization is seeking a unique event experience to expose your brand, product or service.
- Your company or organization is interested in developing an interactive activity or sharing your unique message directly with a cause-related, highly engaged consumer.
- Your company sees a value in exposing your product or service to 23,000-25,000 potential consumers and customers.

### **Companies, services and products that are traditionally the best match:**

- Organizations or companies that look for like-minded cause related exposure in line with their own corporate mission or strategies including environmental, cultural, educational and fishing industry sustainability.
- Products or services related to the marine industry.
- Consumer and packaged goods products such as retail and lifestyle brands.
- Home appliance, home improvement, or home décor companies, distributors or suppliers.

- Banking and finance management advisors.