

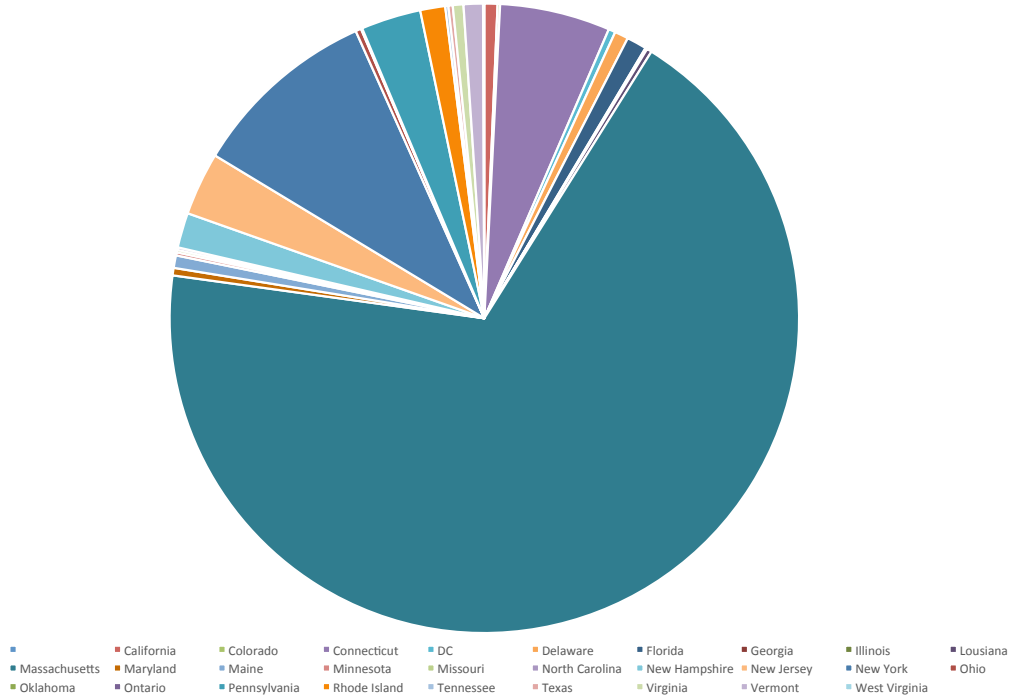


Top Reasons to Sponsor the Wellfleet OysterFest

- In its 17th year, the Wellfleet OysterFest has become the premiere 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; our programming is particularly focused on connecting visitors with shellfish and promoting their understanding of the environment and other issues facing farmers.
- 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 decided to become more involved with social media. We have over 5000 engaged followers on Facebook, 580 on Instagram and 180 Twitter. This year we are instituting an aggressive communications plan to increase these numbers and your company's exposure with our fans.
- The event is produced by Wellfleet SPAT, Shellfish Promotion and Tasting, Inc., a registered 501c3 charity. 97% of Proceeds from the event are redistributed back into the community in the form of college scholarship, grant awards and initiatives to support the shellfishing and aquaculture industries. 3% represents the administrative expense of running SPAT.

Geographical Distribution of Advance Ticket Sales to the 2016 Wellfleet OysterFest

Chart represents an estimated 30% of the event attendees



Your company or organization may be a good sponsorship match with SPAT and OysterFest if:

- You would like to place your brand, service or product in front of discerning, loyal and culturally active consumers who venture to cause-related activities on the Outer Cape.
- Your brand, service or product is positioned to an “active, environmentally aware consumer with discretionary income.”
- Your company or organization is seeking a unique event experience to gain exposure for your brand, product or service.
- Your company or organization is interested in developing an interactive activity or in 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 who vacation in New England.

Companies, services and products that are traditionally the best match with SPAT and OysterFest:

- Organizations or companies that look for like-minded, cause related exposure in line with their own corporate mission or strategies; such entities may have environmental, cultural, and educational attributes to their work as well as outdoor activities, and may feature several of the above, for example the sustainability of the fishing industry.
- 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.
- Consumer banking and financial management advisors.