



2017

TYBEE ISLAND PIRATE FEST



SPONSORSHIP OPPORTUNITIES



FESTIVAL FACTS

Tybee Island Pirate Fest combines the quirkiness of Tybee with the fantasy of pirate life for a swashbuckling weekend experience. Over four days, Tybee's south end becomes a bustling pirate village where mayhem and merriment abound. The event includes entertainment for pirates of all ages including live music, entertainers, pirate pub, contests, parades, and more.

Tybee Island Pirate Fest began in 2005 as a local labor of love. The first year far surpassed the expectations of its organizers. Through the support of many dedicated volunteers, the City of Tybee Island, and local businesses, the event has grown tremendously each year. Now, pirate enthusiasts from across the country and local adventurers visit our charming island as it transforms into a pirate village every Columbus Day weekend.

2015 Attendance:	10,000 (approx.)
Location:	Tybee Island, GA
Key Age Demographics:	21-55 and children
Average Household Income:	\$75,000
Days and Times:	Friday, October 6, 2017 5pm-11pm Saturday, October 7, 2017 10am-11pm Sunday, October 8, 2017 11am-4pm
Festival Components:	Thieves' Market Little Matey's Cove Pirate's Pub Pirate Victory Parade Mainstage Buccaneer's Ball Costume Contests Local Entertainment



CORPORATE SPONSORSHIP OPPORTUNITIES

Tybee Island Pirate Fest is pleased to offer a variety of sponsorship opportunities. Sponsorship packages may be tailored and developed according to each sponsor's needs, objectives, and budget.

The benefits of festival sponsorship include:

- A flexible medium to achieve marketing strategies
- The ability to engage consumers on a personal, interactive level
- An opportunity to increase brand awareness
- Enhancing company image throughout the community
- Networking with other corporate and media sponsors

FULL EVENT OPPORTUNITIES				
Opportunity	Description	Market Segments	Benefits	Cost
Pirate Fest Free Zone	This year's Pirate Fest will include a zone completely free and open to the public. The zone includes arts and crafts, art show, small stage, concessions.	<ul style="list-style-type: none"> • Adults 21-55 • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • The zone, housed primarily on the pier, is completely customizable to the sponsor's wishes. • Opportunities to develop full brand zone available. 	\$5,000
Blackbeard's Pirate Ship	To-scale replica of the pirate Blackbeard's Pirate Ship. Includes photo opportunities, demonstrations, and performances.	<ul style="list-style-type: none"> • Adults 21-55 • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Branding opportunities around ship and in all photographs. • Sponsor may utilize surrounding space for brand experience. 	\$3,000
Historic Pirate Encampment	Authentic, small-scale replica of pirate encampment on the beach. Includes re-enactments, demonstrations, and performances.	<ul style="list-style-type: none"> • Adults 21-55 • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Branding opportunities around encampment. • Sponsor may utilize surrounding space for brand experience. 	\$3,000
Pirate Victory Parade	Saturday afternoon parade filled with replica pirate ships, floats, performances, and more.	<ul style="list-style-type: none"> • Adults 21-55 • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Branding opportunities throughout the parade. • Inclusion on all advertising for parade. 	\$2,500



Pirate Victory Parade



Blackbeard's Pirate Ship



Historic Pirate Encampment



FAMILY OPPORTUNITIES

Opportunity	Description	Market Segments	Benefits	Cost
Full Little Matey's Cove	<p>Full sponsorship of family and kids zone. That includes exclusive branding opportunity.</p> <p>Includes pre-event marketing and promotion opportunities.</p>	<ul style="list-style-type: none"> • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Exclusive branding opportunities within designated family zone. • Specialized interactive activities for brand and audience. • Inclusion on all marketing materials. 	\$10,000
Family Stage	<p>Sponsorship of the stage and performances in Little Matey's Cove.</p>	<ul style="list-style-type: none"> • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Full branding on stage area. • Access to performance space for brand-specific promotions. • Acknowledgement on website and program. 	\$5,000
Monster Mural	<p>Sponsorship of large interactive art piece to be displayed throughout the event.</p>	<ul style="list-style-type: none"> • Families • Parents • Children Aged 3-12 • Grandparents 	<ul style="list-style-type: none"> • Customized mural with brand-specific design. • Extended on-site brand interaction. 	\$2,500



Family Stage

Monster Mural

BENEFITS SUMMARY

	Presenting	Master	Captain	Admiral	Sponsor	Supporter
	\$20,000+	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,000 - \$4,999	\$501 - \$1,999	\$500
PRIVILEGES						
Category Exclusivity	✓	✓				
Naming One Activity/Area	✓	✓	✓			
Additional Recognition	✓	✓	✓	✓		
PROMOTIONAL MATERIALS						
Print	✓	✓	Some			
Radio	✓	Some	Some			
Pirate Fest Website	Feature	Feature	Feature	Logo and Link	Logo and Link	Link
EVENT SITE						
Mainstage Representation	✓	✓				
Recognition Banners	✓	✓	✓	✓	✓	✓
Dedicated Event Site	✓	✓	✓			
Vendor Space	✓	✓	✓	✓	Discount	Discount
Parade Entry	✓	✓	✓	✓	✓	Discount
ADDITIONAL BENEFITS						
Hospitality Area	✓	✓	✓	✓	✓	
T-shirts	✓	✓	✓	✓	✓	✓
Sponsor Passes	✓	✓	✓	✓	✓	✓

The above chart features a summary of benefits sponsors may enjoy at the 2017 Tybee Island Pirate Fest. We will gladly work with sponsors to customize packages.





Thank you for your consideration.

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