



WATERFOWL
FESTIVAL®

WaterfowlFestival.org
40 South Harrison Street
Easton, Maryland 21601

Sponsorship
Opportunities

The Waterfowl Festival: At A Glance

Waterfowl Festival is an annual event that takes place in the Fall in Easton, Maryland and is dedicated to wildlife conservation, the promotion of wildlife art, and the celebration of life on Maryland's Eastern Shore.

Starting in 1970, the founders set out to create an event that captured the true romance, excitement and heritage of waterfowl hunting in the Chesapeake Bay region. Since then, the Waterfowl Festival has become infamous for the quality of wildfowl art, the variety of activities, and that fact that the Festival draws visitors from all over the world. For three days the town transforms itself into a welcoming destination for art lovers, sporting life enthusiasts, and families.

How does it happen? As a completely volunteer-run event, the Waterfowl Festival showcases more than 350 artists and exhibitors – drawing between 13,000 to 15,000 attendees to Talbot County over the course of one weekend in November.

The Proceeds. In its lifetime the Waterfowl Festival has distributed and invested nearly \$6 million in conservation projects throughout the Atlantic flyway, with emphasis on the Chesapeake Bay. Over 60 conservation organizations have benefited and carried out projects supported by Festival funding.

The Waterfowl Festival offers support to groups that conserve, restore and protect waterfowl and their habitats through its **Communities in Conservation Grant Program**. Non-profit groups apply for funding at the beginning of the calendar year and the Festival's support for these groups is announced prior to the Festival. In November a concerted effort is made to fund those programs through matching gift campaigns.

At its heart the Waterfowl Festival is about creating communities in which present and future generations can cherish the beauty and abundant waterfowl thriving in their habitat throughout the Chesapeake and Coastal Bay regions.

Attractions

Art Venues - painting, sculpture, carving and photography

Sportman's Pavilion - call makers, tour operators, hunting & fishing equipment, diving dogs & retriever demonstrations

Family Festival - kids activities, games, crafts

Tastings - food, beer & wine of the region

Buy, Sell, Swap - crafters & artisans

Artifacts & History Exhibits - decoys, carvers, wildlife displays

World Waterfowl Calling Championships - goose, duck and team calling contests for all ages



Customized packages for top sponsors \$5,000+

We can create a customized package that will reach your audience and meet your needs!

Contacts: General Festival – Margaret Enloe ~ MENloe@WaterfowlChesapeake.org
Sporting & Calling Contest – Teddy Hoover, TeddyHoover4@gmail.com

Packages can include:

- Naming and brand recognition opportunities prior to and during event
- Specifically designed on-site activations in different locations
- VIP access to all Festival sites for you and your customers/clients
- Advertising and media presence including: ticketing, digital, Official Guide (distribution 25,000), direct mail, signage and much more!

Or, consider being a lead sponsor for one of our activities or venues...

World Waterfowl Calling Contest, a Fine Art Gallery, Sportsman's Party, Premiere Night VIP Preview, Friday night Artists' Party or any of our social pavilions.

Sponsorship Packages

\$2,500-\$500

Local and national business sponsors are also pivotal to the success of the Festival.

Check out our pre-set sponsorship packages below and let us know which one is right for you!

\$2500 Sponsor

- 10x10 outdoor exhibit space at Festival Location
- Company banner on World Waterfowl Calling Contest stage
- 1/2 Page Ad in Waterfowl Festival Official Guide
- Up to six VIP badges for the weekend
- Up to four General Admission tickets
- 150,000 digital display

\$1500 Sponsor

- 1/2 Page Ad in Waterfowl Festival Official Guide
- Company banner on World Waterfowl Calling Contest stage
- Four VIP badges for the weekend
- Four General Admission tickets
- 50,000 digital display

\$1000 Sponsor

- 1/4 Page Ad in Waterfowl Festival Official Guide
- Two VIP badges for the weekend
- Two General Admission weekend tickets
- 50,000 digital display

\$500 Sponsor

- 1/4 Page Ad in Waterfowl Festival Official Guide
- Four General Admission tickets



Exposure Opportunities

Waterfowl Festival has several locations throughout the historic town of Easton the second weekend of November.

Sponsors can become part of the festival every year. Some examples of exposure are included below, they are not limited to one activation. We are always open new ideas and activations from our sponsors, if you have a unique idea, please give us a call!

Exposure Opportunities

- Presenting Partner Signage at a select exhibit all weekend
- Exhibit Space at Premium or Select Festival Location
- Logo and/or sponsorship recognition on print pieces
- Promotions & Direct Mail
- Festival Pocket Guide (10,000 circulation)
- Schedule of Events and Map
- Advertising opportunity in Official Guide
- Recognition and live logo on WF Corporate Partner Webpage
- Logo on monthly E-Newsletters, including year-end Corporate "Thank you" Newsletter
- Social Media Promotions
- Press Release Announcing Sponsorship
- Logo and link on Festival Homepage

Media Partnerships

- APG Media
- Capital Gazette
- Chesapeake Bay Magazine
- AAA Magazine
- The Bay Journal
- What's Up Media

Annual Online Visitors

Website Page Views: 164,706

Website Visitors: 51,998

Facebook Likes: 9,555

Entertainment Opportunities

- Your Private Event at a Festival exhibit/ activity OR a Premium Festival Location
- Corporate Partner Sponsorship VIP Badges with entry to all Festival events
- Festival Weekend Tickets

World Calling Contest Championship Opportunities

- Company Banners (sponsor provided) displayed on contest stage, live stream during preliminaries and finals, outside contest location
- Indoor or outdoor Logo and/or sponsorship recognition
- 1-2 minute commercials on live stream during commercial breaks
- Social Media Promotions on Championship page; CC Finals Program
- Product placement or highlight

Taste of the Chesapeake Food/Chef Championship

- Company Banners (sponsor provided) displayed at competition
- Booth placement at contest
- Official or Title Sponsorship with exclusivity
- Social Media Promotions and product placement

Other Event Opportunities

- Individual Art Venues, Auctions, Sales, & Workshops
- Fishing Tournament and Clay Shooting
- Apparel, Transportation, Food & Beverage, and Cocktail Parties
- Children & Family Friendly Events
- Custom Ideas are always accepted

Who are Festival's people?

- Of the **14,000** people who came to the Festival, most come from within **100** miles of Easton; 1,740 traveled over 100 miles to visit
- Almost **50%** of Festival visitors come for the day; another **40%** stay at least one night
- **68%** of visitors here for at least 3rd time
- Attendees are almost equally split between men and women
- Almost **75%** of visitors are 45 and older
- Nearly 2/3 of attendees have a household income of **\$100K** or more, with **28%** having an income above **\$150K**
- On average, visitors spend roughly **\$421** within Talbot County during their strip. This is high for a regional event!
- **99%** of visitors plan to visit Talbot County again

What are their favorite things to do?

- Shop! **32%** of visitor spending is on shopping. That's 12% above average for similar events.
- Walking around Easton, checking out the Festival art galleries, shopping in town and in our Chesapeake Marketplace and Sporting Pavilion.
- **56%** of visitors ranked our Diving Dogs Competition and Retriever Demos as top attractions!
- Enjoying food and drink! **23%** of visitor spending is on eating delicious food, drinks and socializing.
- The main reasons people come to the Festival specifically are to:
 - Enjoy fine arts & support artists
 - Check out the sporting and outdoor activities
 - Celebrate Eastern Shore cultural and heritage traditions

Will they promote the Festival to others? Yes!

Our Net Promoter Scores* – a measure of customer loyalty - show we have a lot of friends! (A score of 60 is considered very good; we do way better than that!)

- Repeat visitors for Festival weekend give us a Net Promoter Score of **83**
- People who stay overnight in Easton for Festival weekend give us a Net Promoter Score of **90**

Let's chat and discover how we can support your goals!

Custom sponsorship: Margaret Enloe, Executive Director
MEnloe@WaterfowlChesapeake.org

Sporting & Calling Contest sponsorship: Teddy Hoover, Board VP
TeddyHoover4@gmail.com