



WATERFOWL
FESTIVAL®

**2025
Partnership
Opportunities
July 9, 2025**



Join us as we run into Festival #54!

Nov. 8-10, 2024

WATERFOWL FESTIVAL 53

The Engagement Highlights Report offers an overview of festival statistics.



25-30K attendees

11K+ tickets sold



45K+ bus passengers

**includes all rides/some people rode more than once



1400+ volunteers

+Over 200 Students



35 states, US & Mexico

data from online ticket sales



4.3/5

Overall response score



99% Occupancy

*based on three county survey of our hotel partners/700+ rooms

Social Media Engagement



15.1 K

Follwers/up 466%



980,0000

website visitors Sept 14-Dec 12, 2024 1

1 min 52 sec average time spent on site



2345

Social Media Interactions

Social Media Visitor Demographics

Gender



42.1%



57.9%

Top Cities * From Google analytics

| | |
|-------------------------|--------------|
| Easton | Arlington |
| Washington | Philadelphia |
| Ashburn (Loudon Cty VA) | Baltimore |

Top attractions (286 general admission survey responses)



Dock Dogs

Art Exhibits

Raptor Show

Also popular this year - Bay Street Ponds/Retriever Dog Demos, Marching Band, Decoy Carvers, Saved by Zero, Children's Attractions, Music in General, Sportsman's Pavilion



2025 Partnership Opportunities



2025 Legacy Conservation Partner \$25,000+
Partners at this level customize their packages that include year-round support for the Waterfowl Festival organization!



- Recognition on all regional print and digital marketing beginning in Summer 2025 including Waterfowl Festival app and premiere website placement
- Includes premium recognition in Waterfowl Map and Pocket Guide
- Choice of Premiere Venue Sponsorship
 - Sportsman's Pavilion Music Stage Sponsor - SOLD
 - World Waterfowl Calling Championship Premiere Sponsor - 2 Available
 - Birds of Prey Exhibitions - Three Day event (Exclusive Sponsor) 1 Available
 - Dock Dogs Sponsor (SOLD) - 1 Available
 - Economic Development Breakfast (Sold)
 - Party at the Ponds Exclusive Sponsor - 1 Available
- **Other features may be customized**
- 10 VIP Badges for Premier night
- Premium vendor space for your product or marketing tent at chosen venue (Can be customized for cars, trucks, ATV's, Boats, kayaks, etc)

Mallard \$15,000+

- Recognition on all regional print and digital marketing beginning in Summer 2025
 - Includes recognition in the Waterfowl Festival Map and Pocket Guide
- Choice of Medium Venue Sponsorship:
 - Tasting Tent Exclusive Sponsor - SOLD
 - Beer Wetlands Exclusive Sponsor -SOLD
 - Marshland Mercantile/ Photography Venue Sponsor - 1 Available
 - Dapper Duck Gallery Host and Sponsor Recognition - 1 Available
 - Transportation Sponsor (Signs at all Festival Bus stops)- 2 Available
 - Bullitt house Weekend Sponsor (inc. exclusive item in VIP swag bag) -SOLD
- **Other features may be customized**
- 6 VIP Badges for Premier night
- Premium vendor space for your product or marketing tent at chosen venue (Can be customized for cars, trucks, ATV's, Boats, kayaks, etc)



2025 Partnership Opportunities



Canvasback \$10,000

- Recognition on select print and digital marketing; website recognition
- Logo on festival pocket guide
- Weekend VIP Bar Sponsor (Armory or Bullitt house)
- 4 VIP Badges for Premier night or can be exchanged for marketing table/large 10x20 area

Pintail \$5000+

- Recognition on festival marketing posters, social media, and website
- 4 VIP Badges for Premier night

Children's Quackin' Corner Sponsor \$2500+

- Logo on "Kid's Waterfowl Passport" Ticket & on map in festival guide
- Choice of sponsor for exclusive children's venue spots including The Chesapeake Mermaid, Phillips Wharf Environmental Center, Fox & Ducksitter Champion, Children's Decoy Painting, Children's Fishing Derby

Music Sponsor \$1500

- Recognition on limited festival marketing materials including sign at music stage, listing on website and festival
- 1 VIP Badges or (can be exchanged for 8 General Admission)

For over 50 years, the Waterfowl Festival in Easton, Maryland has been the premier event showcasing wildlife art and outdoor sporting culture in the Mid-Atlantic region.

The three-day celebration showcases world renowned artists, industry-leading manufacturers and vendors for outdoor recreation and hunting, sporting competitions and, of course, excellent food, and drink.

The Festival attracts some on average 25K people from all over the country who come to Talbot County to relax and enjoy the beauty in the heart of the Eastern Shore.

The vision of the founders of the Waterfowl Festival was and is about creating communities in which present and future generations can appreciate the beauty, learn about the long heritage of hunting and fishing, and learn to protect the precious resource that is the Chesapeake Bay.

How does it happen? Facilitated by more than a thousand volunteers, the Waterfowl Festival is a labor of love for many. The festival showcases more than 350 artists and exhibitors, giving them an audience for their incredible work showcasing nature's amazing beauty.

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 carried out projects supported by Festival funding.

We invite you to be part of this unique legacy of giving back to our community and our outdoor world by becoming a sponsor.



Sponsor a Venue!

2025 Fine Art Venues: Sponsored by PNC Bank

world class painting, sculpture, carving, and photography galleries are spread throughout the downtown area. Historical displays and exhibits offer a look at the legacy of water fowling traditions. Venues include the Avalon Theatre, Academy Art Museum, The Armory, Eastern Shore Land Conservancy, Harrison Street Art Pavilions

Sportsman's Pavilion

Waterfowl and outdoor themed shopping, dog retriever or dock diving demonstrations, live music, educational displays, and tasty refreshments

Marshland Mercantile

Selected partners and vendors will be able to be in their premier spot downtown! Ask how you can be in the action.

World Waterfowl Calling Championships

Home of the official "World Championship Goose Calling Contest" this championship event offers large prize packages and family entertainment.

Tasting Pavilion, Beer Wetlands, Party at the Ponds

Tasty local treats and spirits throughout the festival attract people far and wide.

Children's Quackin' Corners

Throughout the festival, look for these activities especially designed for the little ones

Buy, Sell, Swap @ Easton High School

carver, antique dealers, sporting relics and a marketplace full of local artisanal goods - two choices to shop big!

Bay Street Pond Demonstration Area

champion trained dogs show off their skills in retrieving. Learn about the art of fly fishing and join in on the fishing derby.



WATERFOWL
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57% of the attendees identify with the names of the Festival's Corporate Partners. In survey results, they indicated a likeliness to patronize these companies in appreciation of the festival support.

2025 Partnership Agreement



Name of Business: _____
Address: _____
Contact Name: _____
Email: _____
Phone: _____
Social Media: Facebook: _____ Insta: _____

Email logo to: Marketing@waterfowlfestival.org

Partner Level:(check)

Legacy \$25,000 Mallard \$15,000 Canvasback \$10,000 Pintail \$5,000

Quackin' Corner \$2500 Music Stage co-sponsor \$1500

Media Partner

Cash Amount: _____

InKind Amount: _____

VIP Tickets requested: Yes/No # of tickets: _____

General Admission Tickets Requested: Yes/No # of tickets _____

Specify Venue Sponsor Preference _____

Marketing table location : N/A or Note Location _____

Banner location: N/A or note Location: _____

Mailing Address for tickets: _____

Customized: Yes/No

Customization (Note Agreements below)

Signature of representative: _____ Date: _____

Signature of Waterfowl representative: _____ Date: _____