

55th WATERFOWL FESTIVAL[®]

2026 Sponsorship Opportunities

For more than half a century, one of America's most charming small towns triples in population for one special weekend, drawing in over 32,000 attendees spending over \$4.5M with local businesses... and you're invited to be part of it.

Why invest with Waterfowl Festival?

An Affluent, Engaged, Ready-to-Buy Audience

- Out-of-town festival attendees spent an average of \$446 per person during the festival weekend
 - \$1.95M shopping
 - \$1.66M dining
 - \$993K lodging

Unmatched Foot Traffic, Visibility, and Sustained Engagement

- ⅓ of festival attendees report remembering advertisers' presence
- population nearly triples - 17K to 49K
- A captive, intimate audience, interacting with your brand in ways that leave a memorable impression
- 1,400 volunteers - a deeply engaged audience
- 3 day festival that allows for multiple brand touches

A Direct Investment in the Economy Where You Do Business

- 2025 Festival produced \$6.17M in Talbot County economic output \$9.67M
- statewide economic output
- Nearly a dozen nonprofits rely on the festival to raise critical funds, including the Lions Club, Christ Church, and more



**2026 SPONSORSHIP
OPPORTUNITIES**

Level Venue Naming Options Includes:

**Legacy
Conservation
Partner**
\$25,000

Select one:

Sportsman's Pavilion Video and Music Champion
World Waterfowl Calling Championship Canv.
Courtyard Main Stage Chesapeake Heritage P.
(Armory)
Art Pavilions
Voices of the Chesapeake (Avalon Theatre)

- Recognition as sponsor of selected venue
- Marketing table in venue
- Premier logo placement + link on all printed and digital materials and website for the entire year
- Placement in national festival print and digital ads beginning July 1
- Premier placement on printed and digital maps
- 10 VIP badges for Premiere Night

**Canvasback
Partner**
\$15,000

Select One:

Marshland Mercantile
Duck Blind Bar
Transportation Sponsor (11 buses, 7 stops)
Maryland's Best Tasting Pa

- Recognition on all regional print and digital marketing
- Logo + link on website
- Printed/digital map, & vendor space
- Prominent placement on printed and digital maps
- 6 VIP badges for Premiere Night

**Outdoor
Experience
Partner**
\$10,000

Select One:

Bay Street Ponds/Retriever
Demonstration Pavilion
Dock Dogs
Rock Climbing Wall
Conservation Corner

- Recognition on all local print and digital marketing
- Logo + link on website and printed/digital map, & vendor space
- Prominent placement on printed and digital maps
- 4 VIP Tickets for Premiere Night

**Customized
Partner**
\$5,000

Have a great idea that you would like to bring to the festival? We want to hear it! Bring the fun and grab our attendee's attention! Talk to Deena or Sammie to discuss options!



**Art, Music
and More!**
\$2,500

Select One:

Children's Quackin' Trail- Chesapeake Mermaid, Face Painting, Webster's Nest (Photo Booth), Children's Fishing Derby. Tim Young Drawing Lessons, Phillips Wharf Fishmobile (Pick a stop! Or dream up your own fun activity for the trail!)
Hydration Station (2)
Outdoor Music Stage - Thompson Park or Avalon Corner

Exciting and intimate, the festival's VIP night cocktail party is where your brand will shine to the exclusive audience of art buyers, festival VIP's and special guests

Be there when the featured art is unveiled. Great networking

\$5000 (pick one)*

Oyster Bar
Photo Booth

*Includes 4 VIP tickets

\$1500 (pick one)*

Ice Sculpture
Music Stage (2 avail)
VIP Bullitt House Cocktail Bar

*Includes 2 VIP Tickets



SOLD

SOLD

**Local Kick-
Off Party
Title Sponsor
\$5,000**

4 Dogs Brewing Company
Wednesday Night Locals
Kick-Off

Exclusive ownership of one of the festival's most vibrant events!

Branded presence at 4 Dogs' Locals Night, Wednesday — get the party started with your brand front and center. Recognition on marketing posters, social media, and festival website

20 tickets to Locals' Party at 4 Dogs' Brewery





What Does Your Investment Support?

Waterfowl Festival, Inc. is a 501(c)(3) nonprofit dedicated to Chesapeake waterfowl and wildlife conservation — preserving the environment and educating generations to cherish the land, its fauna, and the centuries-old way of life built around them.

Since 1971, the festival has:

- Spearheaded the work of preserving, celebrating, and educating the world about this irreplaceable ecosystem and way of life
- Donated \$6,017,307 to conservation organizations, including Blackwater National Wildlife Refuge, Ducks Unlimited, the National Audubon Society, Eastern Shore Land Conservancy, Chesapeake Bay Maritime Museum, Pickering Creek Audubon Center, and more
- Awarded \$337,035 in scholarships to local students
- Paid local law enforcement to provide event public safety, nearly \$40K for the 2025 Festival alone
- The festival is also the steward of the historic 1927 Waterfowl Building — formerly the Easton Armory. Maintaining and restoring this landmark is funded by the festival

MYTHBUSTERS WATERFOWL EDITION

MYTH: The Town of Easton and Talbot County fund the festival.

✗ False. The Waterfowl Festival is 100% funded through sponsors, donors, ticket sales, grants, and in-kind community partnerships.

MYTH: The town and county cover law enforcement, so the festival doesn't need to raise money for that.

✗ False. The festival is entirely and solely responsible for all services during festival weekend — police coverage, portable restrooms, first aid stations, and all essential public safety infrastructure.

MYTH: The festival gets to use the Waterfowl Building for free.

Partially — and the full story matters more.

In 1997, the State of Maryland, the Maryland Historical Trust, and the Town of Easton jointly entrusted the historic 1927 Easton Armory to Waterfowl Festival, Inc. — not as a free gift, but as a responsibility. The building is a nearly 100-year-old landmark in the Maryland Historic Trust, and maintaining it to historic standards is an ongoing, significant expense borne entirely by the festival.