



**38TH ANNUAL JOHN'S PASS SEAFOOD FESTIVAL  
LOCAL SEAFOOD, LIVE MUSIC & THREE DAYS OF CELEBRATING  
ALONG THE GULF COAST IN JOHN'S PASS VILLAGE & BOARDWALK.**

October 18th - October 20th, 2019 John's Pass Seafood Festival; a rich tradition that presents a great opportunity for your message to reach a diverse and vast audience of attendees. The John's Pass Seafood Festival is one of Pinellas County most celebrated traditions, started in 1980 by the John's Pass Village Association to honor the fishermen who work those waters.

The 2018 festival included well over 100 vendors of food, art and crafts with performances by top regional and local musicians. The John's Pass Seafood Festival is the highlight event of the year and showcases Madeira Beach and the local businesses that support it.

Admission is free and attendance in 2018 was more than 110,000 people. This year's event has started to show even bigger interest and opportunity for sponsorship. This three day event spans along John's Pass Village and Boardwalk. It is a long celebrated weekend of food, fun and heritage that everyone can enjoy.

**MARKETING**

- **Print:** The John's Pass Seafood Festival is featured in over 10 local and regional print publications, for a total circulation of 3.5 million people spanning over a 500 mile radius.
- **Radio:** Beasley Media Group: Broadcast to an estimated 2 million listeners and reaches an estimate 3.5 million digitally (website, social media) in the Tampa Bay market. John's Pass Seafood Festival is featured on four stations including WLLD-FM 94.1; WQYK-FM 104-7; WYUU-FM 92.5; and WBRN-FM 98.7. Also featured on WTAN-AM 1340; WZHR AM 1400.
- **Website Exposure & Social Media:** John's Pass Village and John's Pass Seafood Festival currently reaches approximately 60,000+ people per post. With current Visit St Pete Clearwater and Visit Florida partnerships has the ability to reach over 500,000 people per post. Why John's Pass Seafood Festival? Sponsorship spending now exceeds \$50 billion annually with a larger reach. Sponsors gain exposure of their brand, targeting a larger market and wider demographics.
- **Sponsorship** provides an opportunity to engage with an invested, enthusiastic audience. Unlike traditional marketing which tends to be one sided, our Festival produces face-to-face and physical interaction for your brand during the Festival that continues even after the event.
- The Festival's built -in viral expansion loop enables Sponsors to leverage digital and social media to extend your reach and support your activation platforms.
- With attendance of over 110,000 visitors, Sponsorship provides you with an opportunity to increase lead generation and expand your one-on-one marketing to our captive audience.



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**2019 SPONSORSHIP OPPORTUNITIES  
BLUE MARLIN TITLE SPONSOR \$10,000**

- Recognized as a Title Sponsor with static banner ad on the 38th Annual John's Pass Seafood Festival website linking directly to Title Sponsor's website as well as your logo in all newspaper, radio advertisements, on festival site banners and on promotional posters.
- Recognized as Title Sponsor anytime John's Pass Seafood Festival is mentioned or at any distribution point and right to use "Title Sponsor of the 38th Annual John's Pass Seafood Festival" in your advertising
- Industry exclusivity
- 10'x20' prominently placed booth space
- Sponsorship gifts include: 8 tickets to the Flavors of the Gulf
- Up to 4 banners placed throughout the festival (banners will be created and provided by sponsor no later than September 20, 2019)

**WHITE MARLIN PREMIER SPONSOR \$7,500**

- Recognized as a Elite Sponsor with static banner ad on the 38th Annual John's Pass Seafood Festival website linking directly to Title Sponsor's website as well as your logo in all newspaper, radio advertisements, on festival site banners and on promotional posters.
- Right to use "Elite Sponsor of the 38th Annual John's Pass Seafood Festival" in your advertising
- 10'x10' prominently placed booth space
- Sponsorship gifts include: 8 tickets to the Flavors of the Gulf
- Up to 2 (5'x 6') company banners (banners will be created and provided by sponsor no later than September 20, 2018)

**GROUPEr GOLD SPONSOR \$5,000**

- Recognized as a Gold Sponsor with your logo on the 38th Annual John's Pass Seafood Festival website
- 10'x10' prominently placed booth space
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the Flavors of the Gulf ;  
Up to 2 (5'x6') company banners (banner will be created and provided by sponsor)

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**SNAPPER SILVER SPONSOR \$2,500**

- Recognized as a Silver Sponsor with your logo on the 38th Annual John's Pass Seafood Festival website
- 10'x10' prominently placed booth space
- Sponsorship gifts include: 4 Seafood Festival T-Shirts; 4 tickets to the Flavors of the Gulf ; One (5'x6') company banners (banner will be created and provided by sponsor)

**STARFISH SPONSOR- BOOTH/PARTICIPATING \$1,500**

- 10'x10' space for corporate displays and promotion
- Logo and web link on event website

**BLUEFISH/FLAVORS OF THE GULF SPONSOR \$1,000**

- Recognized as a VIP Sponsor with your logo on the 38th Annual John's Pass Seafood Festival website
- Sponsorship gifts include: 2 tickets to the Flavors of the Gulf

**SCALLOP SELECT SPONSOR \$500**

- Recognized as a Select Sponsor with your logo on the 38th Annual John's Pass Seafood Festival website with a web link for one year.
- Sponsorship gifts include: 2 tickets to the Flavors of the Gulf

**POWER PARTNER (OPTIONAL) \$100**

- Partner in offsetting the substantial power expenses incurred by festival.
- Company logo posted as a "Power Partner" on 38th Annual John's Pass Seafood Festival website



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OCTOBER 18-20 2019  
SPONSORSHIP AGREEMENT

I, the undersigned, hereby agree to sponsor the 38th Annual JOHN'S PASS SEAFOOD FESTIVAL as indicated below.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

SELECT YOUR CORPORATE SPONSORSHIP LEVEL

- **Title Sponsor\*** – \$10,000 Specify Booth Space dimensions  \_\_\_\_\_
- **Elite Sponsor\*** – \$7,500 Specify Booth Space dimensions  \_\_\_\_\_
- **Gold Sponsor\*** – \$5,000 Specify Booth Space dimensions  \_\_\_\_\_
- **Silver Sponsor\*** – \$2,500 Specify Booth Space dimensions  \_\_\_\_\_
- **Participating Sponsor\*** - \$1,500 (ea. 10' x 10') # of spaces needed \_\_\_\_\_
- **BlueFish** \$1,000
- **Flavors of the Gulf** \$250-\$1000
- **Scallop Sponsor** - \$500
- **Power Sponsor** - \$100

\*E-mail a copy of your business Logo & Web link information to: [JohnsPassSeafood@gmail.com](mailto:JohnsPassSeafood@gmail.com)

Sponsorship Amount Enclosed \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Make checks payable to John's Pass Village Association. and mail this form along with your contribution to: **JOHN'S PASS SEAFOOD FESTIVAL, 12973 Village Blvd, Madeira Beach, FL 33708**