



# 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.

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



# 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

EVENT OPPORTUNITIES			
Opportunity	Description	Benefits	Cost
<b>Blackbeard's Pirate Ship</b>	To-scale replica of the pirate Blackbeard's Pirate Ship. Includes photo opportunities, demonstrations, and performances.	<ul style="list-style-type: none"> <li>• Branding opportunities around ship and in all photos.</li> <li>• Sponsor may utilize surrounding space for brand experience.</li> </ul>	\$3,000
<b>Historic Pirate Encampment</b>	Authentic, small-scale replica of pirate encampment on the beach. Includes re-enactments, demonstrations, and performances.	<ul style="list-style-type: none"> <li>• Branding opportunities around encampment.</li> <li>• Sponsor may utilize surrounding space for brand experience.</li> </ul>	\$3,000
<b>Pirate Victory Parade</b>	Saturday afternoon parade filled with replica pirate ships, floats, performances, and more.	<ul style="list-style-type: none"> <li>• Branding opportunities throughout the parade.</li> <li>• Inclusion on all advertising for parade.</li> </ul>	\$2,500
<b>Festival Trolley Sponsor</b>	Friday through all day Saturday. 8 Stops on the island.	<ul style="list-style-type: none"> <li>• Branding opportunities throughout the event.</li> <li>• Inclusion on all advertising.</li> </ul>	\$2,500
<b>VIP Area</b>	All 3 Days	<ul style="list-style-type: none"> <li>• Branding opportunities throughout the area.</li> </ul>	\$2,500
<b>Beer Garden Stage</b>	All 3 days. Located directly in front of beer and food.	<ul style="list-style-type: none"> <li>• Branding opportunities throughout the event.</li> <li>• Inclusion on all advertising.</li> </ul>	\$5,000
<b>Full Little Matey's Cove</b>	<ul style="list-style-type: none"> <li>• Full sponsorship of family and kids zone.</li> <li>• Specialized interactive activities for brand and audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Exclusive branding opportunities within designated family zone.</li> <li>• Inclusion on all marketing materials.</li> </ul>	\$10,000
<b>Petting Zoo</b>	Sponsorship of All-American Petting Zoo	<ul style="list-style-type: none"> <li>• Full branding of Petting Zoo area.</li> <li>• Acknowledgement on website and program.</li> </ul>	\$2,500





# BENEFITS SUMMARY

	<b>Presenting Sponsor</b>	<b>Admiral</b>	<b>Captain</b>	<b>Commander</b>	<b>Sponsor</b>	<b>Supporter</b>
	\$20,000+	\$10,000	\$5,000	\$2,500	\$1000	\$500
<b>PRIVILEGES</b>						
Category Exclusivity	✓	✓				
Naming One Activity/Area	✓	✓	✓			
Additional Recognition	✓	✓	✓	✓		
<b>PROMOTIONAL MATERIALS</b>						
Print	✓	✓	Some	Some	Some	
Radio	✓	Some	Some	Some	Some	
Pirate Fest Website	Feature	Feature	Feature	Logo and Link	Logo and Link	Link
<b>EVENT SITE</b>						
Mainstage Representation	✓	✓				
Recognition Banners	✓	✓	✓	✓	✓	✓
Dedicated Event Site	✓	✓	✓			
Vendor Space	✓	✓	✓	✓	✓	Discount
Parade Entry	✓	✓	✓	✓	✓	Discount
<b>ADDITIONAL BENEFITS</b>						
VIP Area	✓	✓	✓	✓	✓	
T-shirts	✓	✓	✓	✓	✓	✓
Sponsor Passes	✓	✓	✓	✓	✓	✓

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





Thank you for your consideration.

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**[TybeePirateFest.com](http://TybeePirateFest.com)**