



# Sponsorship Opportunities 2009

Two Major Sponsor Positions left!

March 1, 2009

For the WOODEN BOAT FESTIVAL 2009

Port Townsend, Washington

September 11, 12 and 13, 2009

The Wooden Boat Festival in Port Townsend, now in its 33<sup>rd</sup> year, is the area's largest single event and the premier wooden boat festival in North America. The festival draws about 30,000 attendees during the weekend and more than 100,000 people to our Wooden Boat Chandlery, the Foundation and the Northwest Maritime Center in Port Townsend annually. While there is a "cultural tourist" appeal to the event, the audience consistently draws a high percent (75%) of boat owners, builders and wooden boat aficionados. Infused with wooden boat and marine trades expertise from throughout the US and a passionate group of nearly 400 volunteers, the festival consistently delivers a high quality experience for attendees and participants, rain or shine.

The Festival features:

- ≈ Two hundred boats on exhibit using land and water venues.
- ≈ Approximately 20 nonprofit and educational organizations from US and Canada.
- ≈ Sixty maritime products and services exhibitors.
- ≈ Eighteen food vendors to supplement the town's many fine restaurants which are filled to capacity.



The venues open to Sponsorship include: the Boat Yard Stage (Sea Marine), Woodworking Stage (Edensaw Woods), Marina Room lectures (Available at \$2000), Kids' Boatbuilding (Available at \$6000), Maritime Authors Tent (Port Townsend Leader), Family Boatbuilding (Edensaw Woods & Carl's Building Supply), Music Stage (Platt, Irwin Taylor), Boaters' Breakfast (Zenith Maritime), Green Technology (Skagit Maritime Center for Excellence) Boat Shop (\$7500) and the Harbor Sponsor (Available at \$12,000).

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**Contact** Kaci Cronkhite, Managing Director at (360) 385-3628 x 106, [festival@woodenboat.org](mailto:festival@woodenboat.org).

*The Wooden Boat Foundation is a 501(c)(3) non-profit organization.*



### \$12,000 Wooden Boat "Harbor Sponsor"

Reach boat owners, boat enthusiasts and be highly visible at every key public venue for Boats. Benefits include more free tickets for clients and staff.

#### *Benefits:*

- Prominent logo recognition of your company as the "Your Name" Wooden Boat Harbor Sponsor:
  - Prominently displayed on placards at entrance of 4 dock ramps where 200 boats are on display and approximately 25,000 people enter.
  - Prominently displayed on Boat History placards on each boat
  - On applications and in 200 Boater Welcome Packets
  - On collectible Poster (3000 printed) as "Harbor Sponsor"
  - On cover of Program distributed to 30,000 people
  - On 4-c and 2-c print ads in national advertising campaign
  - On high traffic [www.woodenboat.org](http://www.woodenboat.org) website and in monthly e-news.
- Invitation for 4 staff to sail aboard one of our local schooners during the NW Schooner Cup Regatta on Saturday afternoon of Festival.
- A signed and framed Poster print for display at your business.
- Invitation to sail on special Donor Cruise during the Festival
- Twenty Festival Passes for your employees or clients.
- Name of company on Festival banner over Sims Way at entrance to town.
- Recognition in monthly e-newsletters as WBF Sponsor
- 50% off full page ad in Festival Program (\$1800 value)
- Representation in Cupola House year round



### \$7500 Venue Sponsor

#### *Benefits:*

- Prominent logo recognition of your company at venue and in publicity about venue.
- On collectible Poster (5000 printed) as "Sponsor"
- On cover of Program distributed to 30,000 people
- On 4-c and 2-c print ads in national advertising campaign
- On high traffic [www.woodenboat.org](http://www.woodenboat.org) website and in monthly e-news.
- Name of company on Festival banner over Sims Way at entrance to town.
- Recognition in monthly e-newsletters as WBF Sponsor
- 15% discount on ad in Festival Program (30,000 distribution all year)
- 10 Passes for your staff or clients to attend the festival
- Representation in Cupola House year round
- *Choice of 2 from these options:*
  1. Invitation for 4 staff to sail aboard one of our local schooners during the NW Schooner Cup Regatta on Saturday afternoon of Festival.
  2. A signed and framed Poster print for display at your business.
  3. Invitation to sail on special Donor Cruise during the Festival
  4. Tent and prime location for displaying your company during the weekend.



### \$1000-\$4000 Sponsor

#### *Benefits:*

- Your logo banner displayed at venue. Size in consult with Director.
- Recognition in Program distributed to 30,000 people
- On high traffic [www.woodenboat.org](http://www.woodenboat.org) website.
- Recognition in monthly e-newsletters as WBF Sponsor
- 15% discount on ad in Festival Program (30,000 distribution all year)
- 5 Passes for your staff or clients to attend the festival
- 10% discount on Exhibitor Fees
- Representation in Cupola House year round

### **Wooden Boat Festival Sponsor Timeline**

- December 1: Verbal or written agreements finalized.
- February 1: Sponsors formally announced in press, website and e-news.  
Logo for print and marketing use due to WBF.
- March 1: First half of Sponsor payment due.
- May 1: Second half of Sponsor payment due.
- July 1: Final Sponsor descriptions complete for Program copy.  
Final logo
- August 1: Final Sponsor equipment and festival logistics confirmed.
- September 10: Sponsor arrives for setup.
- September 11-13 Sponsor present at 33rd Wooden Boat Festival

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