

# MILFORD OYSTER FESTIVAL

## 2024 Sponsorship Opportunities







A Tradition of Family Fun Since 1975

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### What is the Milford Oyster Festival?

Started in 1975, the Milford Oyster Festival is the largest one-day festival in Connecticut drawing thousands of people every year to this family-oriented event. Located in downtown Milford, CT, it's main purpose is to promote civic and non-profit organizations, the local businesses of Milford and the downtown area as a destination through an event that celebrates the importance of the oyster industry that existed in Milford. The Milford Oyster Festival is the largest tourism event in Milford bringing in visitors from around the area and helping to showcase the beautiful charm of the Milford Green, Milford harbor and downtown area. The event is planned and coordinated by the Annual Milford Oyster Festival, Inc., an IRS-defined 501c(4) non-profit organization consisting of an all-volunteer committee.



### Why You Should Become a Sponsor

We recognize that in today's economy pure philanthropy may not be enough when spending company dollars. It's important that your business is able to realize real marketing, business and public relations goals as a result of being part of an event. Given the long history of this very popular and highly attended Festival... marketing your business, product or service at the Milford Oyster Festival can be a cost-effective way of reaching your target audience.

Whether your company regularly markets itself at events such as this or is considering it for the first time, we are able to customize any of our sponsorship packages to help meet your particular objectives whether it be branding, sampling, lead generation, face-to-face marketing or pure public relations. In addition to the marketing exposure at the Festival, your company will be recognized as a major supporter of a vitally important community event.





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## PLATINUM SPONSORSHIP

### Title Sponsor

This is the premier sponsorship at the Festival with multiple tent locations and marketing in several areas of the Festival. Provides the most comprehensive coverage in addition to pre and post-event promotion. Highly customizable.

## GOLD SPONSORSHIP

### Main Stage

The largest stage at the Festival, this area hosts music all day with the headlining band to close out the day. One of the most highly trafficked areas of the Festival

### Food Court

Connecting to the Main Stage area, the Food Court is the main gathering place for thousands of people at the Festival with attractions, food, drink and music.

### Main Street Area

The most visible locations on the Milford Green. This highly-coveted area provides tremendous exposure and high foot traffic throughout the day.

## SILVER SPONSORSHIP

### Arts & Crafts Area

With over 200 crafters, this location in the heart of the Milford Green is one of the prime destinations for thousands of festival-goers providing tremendous foot traffic.

### Oyster Area

Prime location next to our famous oyster booth in the Food Court and Fowler Field area where thousands of oysters will be served. Exceptional exposure potential.

### Children's Area

The main area for children and families, this area is full of activities all day long. Well-situated near the Food Court and Harbor Areas for high foot traffic.

### Green's End Area

Promote your company, product or service on the Milford Green where you can converse with your prospects and give them the attention they want.

### Lisman Landing Area

This is the only sponsorship that includes exposure on two days at Oyster Eve and at the Oyster Festival. This very popular area has a craft beer/wine garden, food, oysters and live bands.

### Shuttle Buses

Shuttle bus service is the main mode of transportation to and from the Festival. Your company name/logo would be on all shuttle buses providing brand/name recognition for thousands of passengers and others as buses travel the city to the Festival

## BRONZE SPONSORSHIP

### Non-Profit Area

Located on the Milford Green, your booth space will be among thousands of people strolling the area. A great place to be up close to your prospects.

### Harbor Activities

Make a lasting impression with your company name/logo on all canoe/kayak race t-shirts. Multiple banner/sign display at high visibility locations.

### Car Show Area

One of the oldest traditions are the Oyster Festival. Promote your business in this highly-trafficked area as well as your company logo on car show t-shirts.

### Golf Carts

Do you want moving billboards throughout the Festival with your company name/logo? Used by Festival committee members, these carts are highly visible all over the Festival.

### T-Shirt Sponsor

With over 150 t-shirts printed for Festival volunteers and worn at the Festival, your company name/logo will be recognized in all areas of the Festival and every time the shirts are worn.

### Oyster Eve

The Festival's anticipated party the night before the event. A night of food, beer/wine, dancing and great live music under the stars at the Milford Harbor, this event provides exposure to a more adult crowd.



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Even though all sponsorships are customizable, listed below are a number of standard components.

BENEFIT	TITLE	MAIN STAGE	FOOD COURT	MAIN STREET	ARTS & CRAFTS	CHILDREN'S AREA	OYSTER AREA	LISMAN LANDING
Exclusivity								
Booth Space Location								
Tent Included								
Banner / Sign Display at Other Locations *								
Web Link to Business								
Radio Media								
Social Media Exposure								
Billboard								
Company Name/Logo on T-Shirts								

BENEFIT	SHUTTLE BUSES	GREEN'S END	NON-PROFIT	HARBOR ACTIVITIES	GOLF CARTS	T-SHIRT	OYSTER EVE	OTHER IDEAS?
Exclusivity								
Tent Location								?
Tent Included								?
Banner / Sign Display at Other Locations *								?
Web Link to Business								?
Radio Media								?
Social Media Exposure								?
Billboard								?
Company Name/Logo on T-Shirts								?

\* Supplied by Sponsor

To discuss sponsorship opportunities and pricing contact Jay Pinto, Fundraising Chairperson at [jaypinto@aol.com](mailto:jaypinto@aol.com)