



Endless Summer Waterfront Festival Sponsorship 2011

This year's festival will be held on Saturday, September 17th, with a rain date of Sunday the 18th, from noon until 6pm. Last year's festival attracted an estimated 7,000 people from Hull, neighboring towns and out-of-state tourists. Your sponsorship is an investment in your business and in our community which will ultimately benefit local schools and non-profit organizations while strengthening our 'Open Year Round' campaign for our businesses.

Benefits: Sponsors will be featured in a variety of ways including our website, social media, radio and television media, local print media, and event signage depending on the level of support. The exposure versus investment is very high, and visibility is strong in our community and surrounding South Shore towns.

Sponsorship Opportunities:

- **Premium Gold Sponsors (\$1500+):** Your business will be featured on our 2011 event poster with other Premium Gold members. Your company will have the largest logo on our website and be mentioned more frequently in all advertising where appropriate. We will produce commercials on WATD 95.9FM which will feature your company with other Premium Gold members. Your name will also be announced more often on our festival -wide sound system which will reach all festival spectators. Your company name will be provided to all news media covering the event to be used at the discretion of the media outlet. Your name will appear in the *Hull Times* insert which will reach 3,000 households. Your company can also have a 'free' space on the street where they can reach the estimated 7,000 attendees to further promote business.
- **Presenting Sponsors (\$1000):** You will have the second largest logos on our website and print advertising where appropriate, radio mentions on WATD 95.9FM, as well as any signage you provide for us at the festival. This can include a 3'x9' vertically hung banner on a utility pole high above the street, or other banners and signage with pre-approval. You will be mentioned on our festival- wide sound system when appropriate. Your name will appear in the *Hull Times* insert which will reach 3,000 households. Your company can also have a 'free' space on the street where they can reach the estimated 7,000 attendees to further promote business.

- **Band Co-Sponsor (\$500):** Your logo will appear on our website. We will provide signage at the stage (you can provide banners or anything else during your bands performance with pre-approval). Your sponsorship will be announced by the bands on the festival- wide sound system. You will be mentioned on WATD 95.9FM when appropriate. Your name will appear on the event schedule on the street and on the website, as well as published in the *Hull Times* insert which will reach 3,000 households.



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- **Transportation Co-Sponsor (\$500):** The Endless Summer Shuttle consists of two large school buses running the length of Hull all day during the festival. Your logo will appear on our website. We will provide signage at the festival with your company name and logo, and your company will be listed in the *Hull Times* insert sent out to 3000 households. You will be able to decorate the bus with banners and use the opportunity to hand out promotional material to riders during the day. The bus schedule is also heavily advertised in the *Hull Times*. You will be publicly thanked via our festival- wide sound system periodically throughout the day.
- **Sound System Sponsor (\$500):** The festival has a sound system which covers the entire festival with four different speaker locations. Each location will have your company name and logo on a sign with your co-sponsors. Your company logo will appear on our website. Announcements about the sound system sponsors will continue throughout the day reaching the entire festival audience. This was the single biggest improvement to the festival in 2010.
- **Contest Sponsors (\$500):** Your logo will appear on our website. You will be on the entertainment schedule at the festival and on the website, as well as listed in the *Hull Times* insert going out to 3000 households. Your contest will be announced over the festival sound system prior to and during your contest. We will provide signage at the contest stage. Tables will be provided. You must provide all materials to produce your contest. We will provide volunteers to help set up and clean up your contest.

All sponsorships must be paid in full by July 1st. Checks are to be made out to Hull Nantasket Chamber of Commerce and can be sent to PO Box 140 Hull, MA 02045. All payments are final, and some \$500 sponsorships may be substituted for bands, contests, or transportation when categories have been sold out.

In the event that bad weather is predicted, we will do everything necessary to have the festival on the best possible day.

Due to all the pre-festival publicity and advertising, there are no refunds for sponsorships if the event is cancelled.