



WATERFOWL
F E S T I V A L

Sponsorship Kit 2023



facebook.com/EastonWaterfowlFestival
facebook.com/WorldCallingChampions/



instagram.com/waterfowlfestival

WaterfowlFestival.org
40 South Harrison Street
Easton, Maryland 21601

The Waterfowl Festival: An Eastern Shore Homecoming

For over 50 years, the Waterfowl Festival in Easton, Maryland has been the premier event showcasing wildlife art and outdoor sporting culture in the Mid-Atlantic region.

The three-day celebration showcases world renowned artists, industry-leading manufacturers and vendors for outdoor recreation and hunting, sporting competitions and, of course, excellent food, and drink.

The Festival attracts some 15,000 to 18,000 people from throughout the region, who come to Talbot County to relax and enjoy the beauty in the heart of the Eastern Shore.

The vision of the founders of the Waterfowl Festival was and is about creating communities in which present and future generations can appreciate the beauty, learn about the long heritage of hunting and fishing, and learn to protect the precious resource that is the Chesapeake Bay.

How does it happen? As a completely volunteer-run event, the Waterfowl Festival showcases more than 350 artists and exhibitors.

The Proceeds. In its lifetime the Waterfowl Festival has distributed and invested nearly \$6 million in conservation projects throughout the Atlantic flyway, with emphasis on the Chesapeake Bay. Over 60 conservation organizations have benefited and carried out projects supported by Festival funding.

We invite you to be part of this unique and popular festival by becoming a sponsor.

Attractions

Art Venues - world class painting, sculpture, carving and photography galleries spread throughout the downtown area. The juried artists attract art collectors from around the world.

Sportsman's Pavilion - industry leading manufacturers and vendors showcase products in the outdoor industry. Diving Dog Competition brings families and dog lovers, and outside entertainment provides a perfect atmosphere.

World Waterfowl Calling Championships - Home of the official World Championship Goose Calling Contest with contestants from around the world.

Tasting Pavilion, Beer Wetlands and Food Vendors - rich seafood and locally sourced spirits throughout the festival attract people far and wide.

Buy, Sell, Swap - carvers and antique dealers of sporting relics.

Artifacts & History Exhibits - showcase the heritage and history of hunting on the Chesapeake Bay.

Bay Street Ponds - champion trained dogs show off skills in retrieving. Learn about the art of fly fishing. Kids can try their hand at catching their own fish with the fishing derby.

Raptor Demos - watch a variety of birds of prey in flight during this exciting show.

57% of the attendees identify with the names of the Festival's Corporate Partners. In survey results, they indicated a likeliness to patronize these companies due to Festival support.



Corporate Partnerships

All Waterfowl Festival sponsorship packages below include your logo and website link on our website year-round, on our year-end Corporate "Thank you" e-newsletter, and in our Official Guide. Any package containing (4) Corporate Sponsor badges may exchange them for a 10 x 10 table space at the Sportsman's exhibit or another exhibit.

Customized packages for \$10,000 and up

- Full page ad in the Official Guide
- 10 Corporate sponsor badges

Plus, choose one of these statement options to make your company stand out to our crowd!

- Sponsor our Artist Dinner Party, with 10 tickets for your VIP guests to join
- Host a before or after party at one of our art galleries for your VIPs
- Sponsor a children's activity, such as our decoy painting or Chesapeake Mermaid
- Be printed and featured on our tickets as the 2023 raffle prize
- Host as title sponsor of our Sportsman's Party
- Appear as title sponsor of Dog of the Year T-Shirt and Yappy Hour
- Be sponsor of our Pocket Guide
- Sponsor a Happy Hour at our Bullitt House VIP suite
- Have a banner at the Sportsman's exhibit stage PLUS an opportunity to take the stage with a performance or demonstration
- Capture the Calling Contest with opportunities to include company banner on contest stage, logos on the live stream and CC Finals Program and 1-2 minute commercials on live stream during commercial breaks

Choice Sponsor (\$7,500)

- Half page ad in the Official Guide
- 8 Corporate sponsor badges

Plus, target your desired audience with one of the following!

- Sporting and Heritage Package- Banner at Sportsman's exhibit stage PLUS opportunity to take the stage with a performance or demonstration
- Sophisticated Art Buyer Package- Banner, sandwich board at art venue and logo on

that venue's listing in the Official Guide PLUS presence at that venue during Premiere night with cocktail napkins and logo on bar table and on menus

- Family and Foodies Package- Banner at Waterfowl Beer Wetland and logo on venue's listing in the Official Guide PLUS band performance sponsorship for a street band

Preferred Sponsor (\$5,000)

- 1/4 Page Ad in Official Guide
- 6 Corporate sponsor badges

Plus, target your desired audience with one of the following!

- Sporting and Heritage Package- Banner at Sportsman's exhibit stage
- Sophisticated Art Buyer Package- Banner, sandwich board at art venue and logo on that venue's listing in the Official Guide
- Family and Foodies Package- Banner at Waterfowl Beer Wetland and logo on venue's listing in the Official Guide

\$2,500 Sponsor

- 1/6 Page Ad in Official Guide
- 4 Corporate sponsor badges

\$1,500 Sponsor

- 1/8 Page Ad in Official Guide
- 2 Corporate sponsor badges

\$750 Sponsor

- Business Card size Ad in Official Guide
- 4 General Admission ticket

Call 410-822-4567
Email facts@waterfowlfestival.org
or visit WaterfowlFestival.org/become-a-sponsor/



Data ©2019 Rockport Analytics
Annapolis, MD & West Chester, PA
rockportanalytics.com

Who Are the Festival's People?

Foodies and Families

Many people experience the Festival in ways not even related to an exhibit! Our tree lined streets are full of families strolling with their children or groups of friends getting together, and there's almost always a dog involved. From the best Eastern Shore food to local craft brews and wine, these folks might not care for art or sporting but wouldn't miss a Waterfowl Festival!

- 23% of visitor spending is on food, drinks and socializing
- Multiple venues designed for younger families across the festival

Sporting & Heritage

Visitors to our sporting and heritage areas can not only buy the latest hunting gear but also take a look back at the hunting traditions of the Chesapeake Bay area. It's also a gathering place to watch canine entertainment and swap hunting stories over a crab cake and beer with live music.

- 32% of visitor spending is on shopping compared to 12% at other events
- 56% of visitors ranked Diving Dogs and Sporting Heritage as their top attractions
- Some of the nation's largest sporting manufacturers support the festival

Art Collectors & Enthusiasts

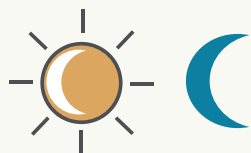
Our artists come from all over the country (and beyond) and so do our art buyers. Whether they are collectors of flat art, sculpture or carvings, many attend our VIP Premiere Night celebration to get a first look and get their favorite piece.

- World Class artists from across the world
- 68% of visitors are 45 or older, and have visited at least 3 times

THE NUMBERS

14,000

people came to the Festival; most came from within 100 miles of Easton



40% of Festival visitors plan to stay at least one night in Talbot County



Attendees are almost equally split between men and women

3RD

time 68% of the people visited

75%

of visitors are aged 45 or over



Nearly 2/3 of attendees have a household income of \$100K or more

\$421

On average, what visitors spent within Talbot County during their trip.



99% of visitors plan to visit Talbot County again