2020 PARTNERSHIP OPPORTUNTITIES

JUNE 20 & 21, 2020

SEATTLE, WA

$8
Corona Light
Corona Light

RAINBOWS
BE ALWAYS IN
Style

FREMONT
FAIR
FREMONT FAIR
SATURDAY & SU
The Seattle Times

Free
Compliments

Sounds like you're interested in partnering with the Fremont Fair...

Participation in the event will provide you the opportunity to:

- **REACH** an active and social audience. We attract some pretty cool people!
- **ACTIVATE** marketing initiatives. Bring your brand to life!
- **SAMPLE** your products. Our guests are always down to try something new!
- **HOST** private parties, VIP functions, or company shindigs! All you need is your RSVP list, leave the rest to us.

EVENT OVERVIEW

ABOUT THE FESTIVAL

The 49th Annual Fremont Fair kicks off summer in Seattle with an iconic summer celebration on June 20 & 21, 2020. The festival draws 100,000 guests to a six city block street festival showcasing Seattle's eclectic roots with arts & crafts shopping, live music, food and drink, and artistic experession for young and old alike.

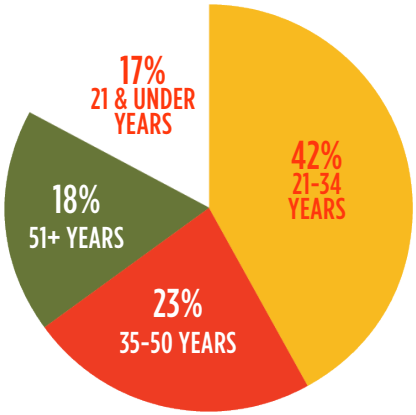
OUR MUSIC LINEUP & BEER GARDENS provide fairgoers with the opportunity to toast to Solstice with cold beverage and a full lineup of live, local music.

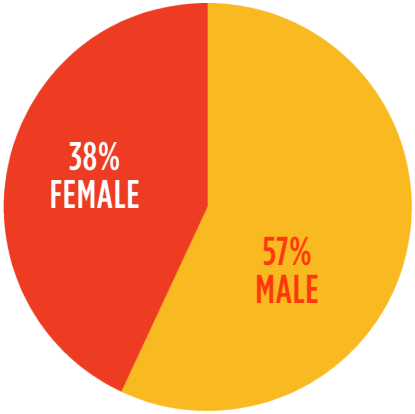
OUR CRAFT MARKET brings 300+ vendors to Fremont, providing fairgoers with the opportunity to shop their botique pop-up shops.

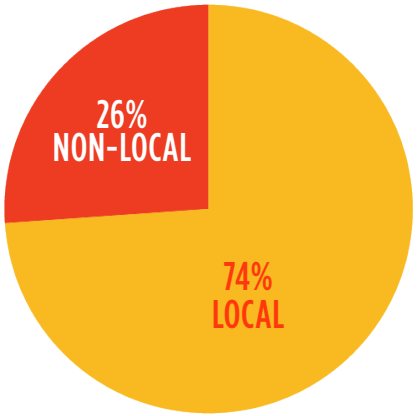
OUR ART ACTIVITIES provide guests with whimsical turns on every block, including The Seattle Art Car Blowout, the 8th Annual Dog Parade, The Solstice Parade, Buskers, and so much more

WHO ATTENDS?

100,000 FAIRGOERS







EVENT MARKETING STATS (2019)

WEBSITE	
Visitors	49,000+
Page Views	129,000+
New Visitors	82%

SOCIAL	
Facebook	8,900+ fans
Twitter	1,900+ followers
Instagram	2,700+ followers
Impressions	100,000+

EMAIL	
# of emails sent	8
Subscribers	6,300+
Average Open Rate	14%
Average CTR	7.2%

ADVERTISING PARTNERS
The Seattle Times
The Stranger
Google Ad Network

COLLATERAL	
Posters	500 printed and distributed
Programs	10,000 printed

SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR
AVERAGE COST: $75,000

Be the exclusive overall event sponsor with the highest level of exposure.

MAIN STAGE SPONSOR
AVERAGE COST: $35,000

Be the exclusive sponsor of the Main Stage – which is fully programmed with lively entertainment and great music.

CENTER STAGE SPONSOR
AVERAGE COST: $20,000

Be the exclusive sponsor of the Center Stage - which is fully programmed with lively entertainment and great music.

DOG PARADE SPONSOR
AVERAGE COST: $9,000

Be the exclusive sponsor of the Dog Parade. This glass features your logo opposite the event logo and leaves a lasting impression on 4,000 guests year round.

KIDS AREA SPONSOR
AVERAGE COST: $6,000

Showcase your brand as the official Kids Area sponsor. This area is located in the heart of the event and includes bouncy toys, craft activites, & so much more.

VOLUNTEER SPONSOR
AVERAGE COST: $6,000

The Fremont Fair relies on devoted volunteers to execute the event. Align your brand with their commitment.

OFFICIAL EXHIBIT SPONSOR
AVERAGE COST: $2,995

EXHIBIT SPONSOR
AVERAGE COST: $1,995

On-site space to interact directly with all festival guests.

★ CUSTOM SPONSORSHIPS

Have an idea that you don't see here?

We welcome new and creative ways to showcase your business in a way that makes the most sense for your budget and marketing goals.

Let's talk.

WHO TO CONTACT

Jillian Briggs, Sponsorship Manager
jillian@boldhatproductions.com • 425-760-8353

SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR	MAIN STAGE SPONSOR	CENTER STAGE SPONSOR	DOG PARADE SPONSOR	KIDS AREA SPONSOR	VOLUNTEER SPONSOR	OFFICIAL EXHIBIT SPONSOR	EXHIBIT SPONSOR
Exclusivity	✓	✓	✓					
Logo On Website	✓	✓	✓	✓	✓	✓	✓	
Logo On Print Marketing	✓	✓	✓	✓	✓	✓		
Logo On Digital Marketing	✓	✓	✓			✓		
Logo On Printed Event Materials	✓	✓	✓	✓	✓	✓		
Social Media	✓	✓	✓	✓	✓	✓	✓	
Email Marketing	✓	✓	✓	✓	✓	✓		
Logo On Event Banner	✓	✓	✓	✓	✓	✓		
Logo On Volunteer Tee	✓					✓		
On-Site Activation	✓	✓	✓		✓	✓	✓	✓
Comped Beer Garden Tickets	✓	✓	✓			✓		
Roaming Rights	✓							

Sponsorships may include, but are not limited to the above

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