

The background of the entire image is a photograph of a crowded street at the Fremont Fair. The scene is filled with people of various ages walking along a path lined with trees and fair stalls. A warm, orange-toned overlay is applied to the entire image, creating a cohesive and inviting atmosphere. The text is prominently displayed in the upper half of the image.

# FREMONT — FAIR —

## 2024 PARTNERSHIP OPPORTUNITIES

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JUNE 22 & 23, 2024  
SEATTLE, WA







# Thank you for expressing interest in partnering with the Fremont Fair!

Participating in the event will offer you the opportunity to:

- **ENGAGE** with an active and social audience. We attract a diverse and vibrant crowd!
- **ACTIVATE** your marketing initiatives. Bring your brand to life at the Fremont Fair!
- **SHOWCASE** your products. Our guests are always eager to try something new!
- **HOST** private parties, VIP functions, or company gatherings! Just provide your RSVP list, and leave the rest to us.



# ABOUT THE FREMONT FAIR

*Ignite your brand at the forefront of Seattle's summer scene by partnering with the Fremont Fair, scheduled for June 22 & 23, 2024. As a sponsor, you'll gain unparalleled visibility at this iconic event, drawing a staggering 100,000 customers to our six-block extravaganza. Showcase your brand amidst the city's eclectic roots through strategic exposure in arts and crafts, live music, delectable culinary offerings, and vibrant community parades. Elevate your brand's identity through our platform of artistic expression, engaging a diverse audience of all ages. Secure your sponsorship now and be an integral part of this dynamic celebration, leaving an indelible mark on the heart of Seattle's summer festivities.*



## **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 boutique pop-up shops.*



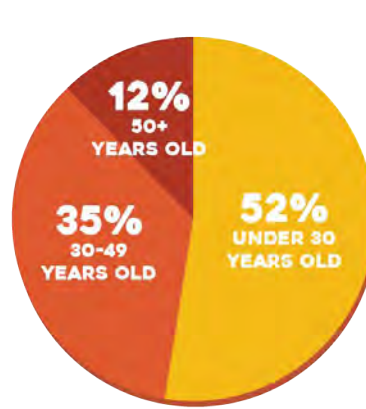
## **OUR ART ACTIVITIES**

*Provide guests with whimsical turns on every block, including The Seattle Art Car Blowout, the 9th Annual Dog Parade, The Fremont Solstice Parade, Buskers, and so much more.*

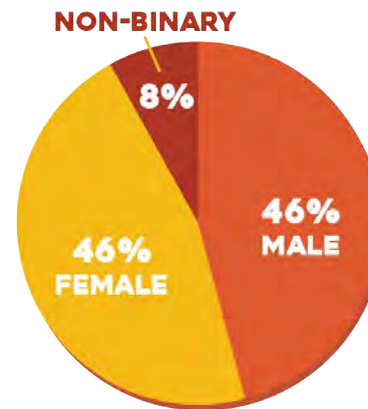


# WHO ATTENDS THE FREMONT FAIR?

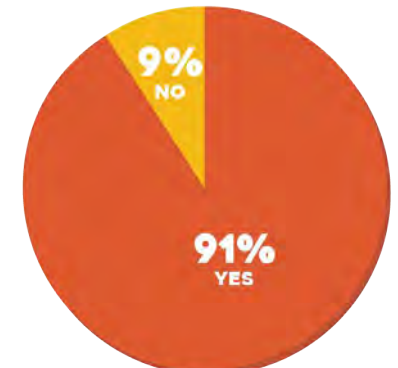
**100,000  
CUSTOMERS**



**CUSTOMER AGE**



**CUSTOMER GENDER**



**ARE YOU PURCHASING ITEMS  
AT THE FREMONT FAIR?**





# **PARTNERSHIP OPPORTUNITIES**



# PARTNERSHIP OPPORTUNITIES

## PRESENTING SPONSORSHIP

**Average Cost: \$75,000**

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

## MAIN STAGE SPONSORSHIP

**Average Cost: \$35,000**

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

## CENTER STAGE SPONSORSHIP

**Average Cost: \$20,000**

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

## VOLUNTEER SPONSORSHIP

**Average Cost: \$6,000**

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

## DOG PARADE SPONSORSHIP

**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 customers year-round.*

## KIDS AREA SPONSORSHIP

**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 activities, & so much more.*

## COMMERCIAL EXHIBITOR

**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!*

# WHO TO CONTACT

**Phil Megenhardt, Creative Director**  
Email: [sales@boldhatproductions.com](mailto:sales@boldhatproductions.com)



# PARTNERSHIP OPPORTUNITIES

	PRESENTING SPONSOR	MUSIC STAGE SPONSOR	DOG PARADE SPONSOR	KIDS AREA SPONSOR	VOLUNTEER SPONSOR	COMMERCIAL EXHIBITOR
Exclusivity	✓	✓				
Logo On Website	✓	✓	✓	✓	✓	
Logo On Print Marketing	✓	✓	✓	✓	✓	
Logo On Digital Marketing	✓	✓			✓	
Logo On Printed Event Materials	✓	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓	
Email Marketing	✓	✓	✓	✓	✓	
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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