

Seafair 75

CELEBRATING SUMMER SINCE 1950
SPONSORSHIP OPTIONS & OVERVIEW



2024

In 2024, Seafair is celebrating it's 75th anniversary with more racing and a once in a lifetime airshow!



SEAFAIR IS SUMMER

Since 1951, nothing has been more synonymous with summer in Seattle than Seafair. Before the Seahawks and Mariners called Seattle home, before the 1962 World's Fair that gave us the iconic Space Needle, Seattle had the Seafair Festival. Today, the non-profit Seafair has grown into a multi-week festival with events across the Puget Sound touching more than two million people. Times may have changed since its inception, but the core mission of Seafair remains – a catalyst for creating events and experiences that celebrate the best parts of living in the PNW.

OVERVIEW - SIGNATURE SEAFAIR EVENTS



AUGUST 2 – AUGUST 4, 2024

SEAFAIR WEEKEND FESTIVAL

SEAFAIR WEEKEND

August 2-4, 2024

A Pacific Northwest tradition since 1951, Seafair Weekend Festival is the culmination of the summer-long Seafair Festival. Known and loved as an unofficial Seattle holiday, it is the most anticipated event of summer! Seafair Weekend offers the best sights, sounds, tastes and action of the summer including Hydroplane racing on Lake Washington, Blue Angels air show in the sky, music, vendors, sponsor activations, Family Fun Zone, a variety of food options, a beach party, hospitality and more!

Attendance: 195,000
+ Live TV Broadcast

SEAFAIR TRIATHLON

July 20, 2024

The Seafair Triathlon, *Seattle's ONLY triathlon*, offers participants multiple disciplines on a flat, fast and picturesque triathlon course in the heart of Seattle. This race is a must do for all triathletes in the northwest.

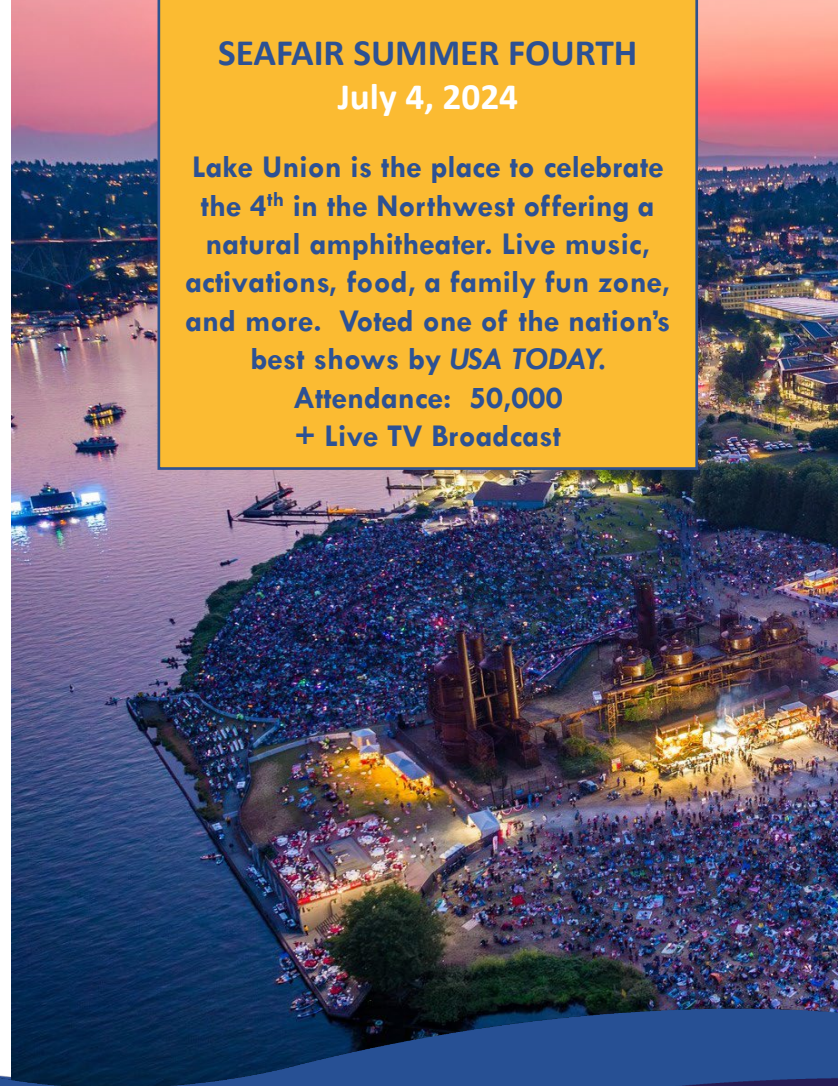


SEAFAIR SUMMER FOURTH

July 4, 2024

Lake Union is the place to celebrate the 4th in the Northwest offering a natural amphitheater. Live music, activations, food, a family fun zone, and more. Voted one of the nation's best shows by *USA TODAY*.

Attendance: 50,000
+ Live TV Broadcast



TORCHLIGHT PARADE

July 27, 2024

The Seafair Torchlight Parade celebrates traditions of the Northwest's diverse cultural landscape with over 100 luminous entries, multiple activation spaces, and more.

Attendance: 80,000
+ Live TV Broadcast



 **seafair**TM
BY THE NUMBERS

34 COMMUNITY
EVENTS

OVER 2 MILLION
COMBINED ATTENDEES



50%
FEMALE



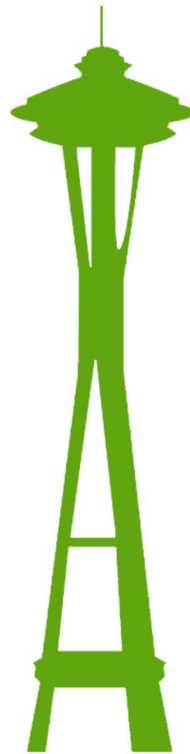
50%
MALE



55%
MARRIED

33%

HAVE CHILDREN
UNDER THE
AGE OF 18



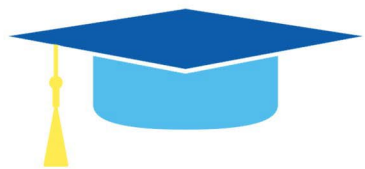
89%

RESIDE IN THE
SEATTLE AREA

93% ARE
RETURNING
ATTENDEES



70% ATTEND
AT LEAST
ONE OTHER
SEAFAIR EVENT
OUTSIDE OF AIRSHOW WEEKEND



71%
COLLEGE
EDUCATED

75% 
EMPLOYED

\$110,000
AVG. HH INCOME



AGE

18 - 34 20%

35 - 54 47%

55+ 33%

WHY SEAFAIR?

Seafair is the iconic summer tradition that offers a partnership solution for brands that want to connect with a passionate, diverse, and engaged audience all summer long. Sponsorship of Seafair shows your community leadership, aligns your brand with an iconic and beloved event, delivers valuable marketing benefits and provides activations that engage the audience.

93%

of Seafair attendees feel it's important that local companies support local community events such as Seafair

75%

of Seafair attendees are likely to purchase a product or service of a Seafair sponsor over that of a non-sponsor

FULLY CUSTOMIZABLE BENEFITS

- Year-round Programs
- Title, Presenting & Official Designation, Category Exclusivity
- Unique and Customizable Promotions
- High Impact Branding & Signage
- Onsite Engagement
- Broadcast Media Advertising & Promotional Support + TV Advertising Opportunities
- Digital & Social Media
- Hospitality & Tickets

“AIR SHOWS ARE LIKELY TO GROW EVEN MORE POPULAR WITH MARKETERS AS THEY LEARN OF THE EVENTS' UNUSUALLY BROAD-BASED DEMOGRAPHICS AND FAN LOYALTY”

ADWEEK

#SEAFAIRISSUMMER

 seafair

SAMPLE OF 2023 SEAFAIR SPONSORS



#SEAFAIRISSUMMER



WHAT OUR PARTNERS ARE SAYING

“From a fan and branding standpoint it’s been great for us to connect with the community. Sponsorship was the right thing for us to do.”

Mark Mason, CEO

[HomeStreet]Bank®

“Boeing is honored to support all of the family-friendly activities that celebrate the diversity of the Puget Sound.”

Bill McSherry,
VP, Boeing Commercial Airplane

 **BOEING**

“I cannot imagine a better way to celebrate our new offerings than in our hometown and at Seafair.”

Dave Clark, Senior Vice President

 **amazon**

“Seafair is an iconic tradition that consumers, customers & community leaders’ value when celebrating summer.”

Ken Hale, Swire – Vice President

 **Coca-Cola**

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SPONSOR OPPORTUNITIES

SIGNATURE PARTNERS

A select number of partners who receive title sponsorship of a signature event, benefits across multiple events, fundraisers, programs, broadcast exposure and exclusivity.

OFFICIAL SPONSORS

Receive “Official” status for all Seafair events, exclusivity, digital and social media promotion, advertising campaigns, sales rights and inclusion in marketing materials.

SUPPORTING SPONSORS

Participate on-site at specific events and receive signage, prime location for audience engagement, hospitality, experimental marketing, event promotions and recognition.

EXHIBITORS

Receive activation space with multiple footprint configurations available, potential for sampling rights, roaming rights, and options for customized upgrades.

FRIENDS OF SEAFAIR | IN-KIND TRADE, FUNDING SUPPORT

Receive recognition and access for providing valuable services and funding support for the production and promotion of Seafair events.



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Seafair Community Stage Sponsorship

The Community Stage is in the heart of the event and a very popular destination during Seafair Weekend. The acts on this stage are primarily dedicated to the official bands from all four branches of the military. Seafair will complete the daily schedules with additional local acts.

- Designation as sponsor of the Community Stage.
- Sponsor customized messaging on the side-wings of the stage.
- Inclusion in large digital LED messaging.
- Sponsor guest speaker opportunity available.
- Name/logo to be placed on the Community Stage Web page.
- Seafair social media posts.
- Sponsor activation space
- Multiple hospitality options available including VIP access, unique experiences, tickets, etc. for all Seafair Signature events.



Broadcast Sponsorship of the Seafair Summer Fourth

- 2-Hour Live Broadcast
- Tuesday- 7/4 from 9-11PM
- KONG (KING 5)

Broadcast Brought to you by TBD Sponsor

- OPEN announcement specifying "Broadcast" brought to you by Sponsor Name W/logo.
- Multiple Joiners; each time we come back in from break w/logo, and audio announcements.
- CLOSE announcement specifying broadcast has been brought to you by Sponsor Name W/logo.

Dedicated SPONSOR TV Ad Spots

- :30 TV Ads aired during the Live Broadcast on KONG TV.



Broadcast Sponsorship of Seafair Weekend

- 4+ Hour Live Broadcast
- Sunday August 4th from Noon-5pm
- KONG (KING 5)

Broadcast Brought to you by TBD Sponsor

- OPEN announcement specifying "Broadcast" brought to you by Sponsor Name W/logo.
- Multiple Joiners; each time we come back in from break w/logo, and audio announcements.
- CLOSE announcement specifying broadcast has been brought to you by Sponsor Name W/logo.

Dedicated SPONSOR TV Ad Spots

- :30 TV Ads aired during the Live Broadcast on KONG TV.



Additional TV Sponsorship Options for Seafair Broadcast

RACE HEAT SPONSORSHIPS:

- H1 1-A - Recap, Trophy Presentation
- H1 1-B - Recap, Trophy Presentation
- H1 2-A - Taped, Trophy Presentation
- H1 2-B - Live, Trophy Presentation
- H1 3-A - Live, Trophy Presentation
- H1 3-B - Live, Trophy Presentation

ADDITIONAL SPONSORSHIPS DURING THE BROADCAST:

- Pit Tower Cam
- Trivia
- Drone View of Racing
- Race Conditions
- Instant Replay
- Skid Fin Camera Angle
- Race Clock
- :30 Second TV Spots Aired During Broadcast



Exclusive Sponsor of “Free Friday” at Seafair

OVERVIEW

Seafair Weekend Festival is the culmination of the summer long Seafair Festival. Known and loved as an unofficial Seattle holiday, it is the most anticipated event of summer! Seafair Weekend is a ticketed event that offers the best sights, sounds, tastes and action of the summer and includes Hydroplane racing and a top tier Airshow all on and along side Lake Washington.

Seafair strives to be accessible to all Socio-demographics which make up our communities. Because of this, Seafair, in partnership with TBD Sponsor, can continue offering the public access to the event on Friday for FREE!



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Seafair's Newest Attraction

"The Deck" at Seafair Presented by TBD Sponsor

Offering for the first time in 75 years, a true VIP hospitality option for the public.

'The Deck', echoing the posh and convenient characteristic of our corporate hospitality offerings, comparable to the Sky Boxes. However, it uniquely bridges these amenities to the public, delivering a touch of luxury and exclusivity within the reach of our everyday attendees.

- Located in a highly visible and high demand area between the Pit's, Sponsor VIP, Grandstands and the Corporate Skybox Suites.
- Large elevated platform above the crowds with a lower level for VIP upgrades, all located on the waterfront.
- Premium views of the Airshow, Hydro's and Blue Angels.
- Large sponsor activation space connected to "The Deck".



THE DECK | at Seafair

Sponsor of the Seafair Volunteer Program

SEAFAIR VOLUNTEER PROGRAM OVERVIEW

Volunteers drive the heart and soul of Seafair. From the very beginning, Seafair has been successful because of the thousands of volunteers who give of their time each year to ensure everyone has a fun and safe Seafair experience. As the Official Volunteer Sponsor, you will be included in several ways beginning with the Volunteer sign-up portal. This webpage will include your logo. After volunteers have signed up, several pieces of communication will be emailed to volunteers, which will recognize Sponsor.

Starting with the 4th of July and concluding with Seafair Weekend, the Sponsor logo will be seen on thousands of volunteer t-shirts. Volunteers will have access to the Sponsor branded volunteer thank you tent, a space for volunteers to take a break, grab a snack and get reenergized for the day ahead. In addition, this partnership will also help underwrite costs such as RV rentals that are used as command centers to manage the on-land and water volunteer efforts and much more.

At the conclusion of a successful Seafair Weekend, a short time later is the Volunteer Recognition Party. Sponsor will have the opportunity to help present and hand-out awards to several volunteers recognized for their years of service.



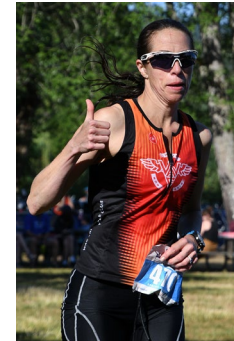
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Presenting Sponsor of the Seafair Triathlon

We are excited to host over 1,400 triathletes at Seward Park this year. Seattle's ONLY Triathlon will once again take over the shores of Lake Washington this summer, and Seward Park is the perfect backdrop for this flat, fast, and picturesque triathlon course in the shadows of Downtown Seattle. Athletes do need to be a pro to take part in the 2024 Seafair Triathlon.

- Sponsor logo included on the start & finish lines.
- On-site PA announcements.
- Prominent logo placement on participant T-shirts, participant bibs, finisher medal ribbon and finish line signage.
- Logo inclusion on the Triathlon Web page.
- Seafair social media posts.
- Sponsor activation space.
- Multiple hospitality options available including VIP access, unique experiences, tickets, etc. for all Seafair Signature events.



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**THANK
YOU**

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For More Information Contact:
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