

# seafair

## 2026 SPONSORSHIP OPTIONS & OVERVIEW

Seafair 2025 drew record-breaking crowds and created unforgettable experiences!



**BIGGER**  
**BETTER**  
**BOLDER**

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Since 1950, nothing has been more synonymous with summer in Seattle than Seafair.

Before the Seahawks and Mariners called Seattle home and before the 1962 World's Fair that gave us the iconic Space Needle... Seattle had Seafair Festival.

Today, the 501(c)(3) nonprofit 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.

**Celebrate 77 years of Seafair in 2026 by joining an elite group of partners dedicated to supporting our vibrant community festivals. Explore partnership opportunities and make a lasting impact!**



**Kickoff Celebration**



**4th of July**



**Seafair Triathlon**



**Torchlight Parade**



**Torchlight Run**



**Seattle Fleet Week**



**Seafair Weekend Festival**



**Hydroplane Races**



**Air Show**



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BY THE NUMBERS

34   
COMMUNITY  
EVENTS

OVER 2M+  
COMBINED  
ATTENDEES

Includes Seafair Sanctioned Community Events

 50% MALE  
50% FEMALE 

55%  
MARRIED   
33%  
HAVE CHILDREN  
UNDER THE AGE OF 18

 71% COLLEGE  
EDUCATED

75%  
EMPLOYED



\$110,000  
AVG. HH INCOME



89%  
RESIDE IN THE  
SEATTLE AREA

93%  
ARE RETURNING ATTENDEES

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

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**

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# SEAFAR SPONSORS





# What Our Partners Are Saying

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

Dave Clark, Senior Vice President



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

Bill McSherry, VP



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

Ken Hale, Vice President



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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*

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

# SIGNATURE SPONSOR

Gain premium benefits, top-tier media exposure, and recognition at every major Seafair event—including the Seafair 4th of July, Torchlight Parade, Torchlight Run, Triathlon, Fleet Week, and the iconic Seafair Weekend Hydroplane Races & Air Show!

**You're Invited to Join an Iconic Legacy.**

As one of only five “Signature Seafair Partners,” you'll join industry leaders like Boeing, Alaska Airlines, Amazon, and Apollo Mechanical—an all-star lineup dedicated to bringing Seafair's magic to our communities. Becoming a “Signature Partner” offers your brand unique access and visibility across all Seafair events, where you'll connect with diverse audiences and engage with something truly special for everyone in the community.

2026

REQUEST DETAILED PROPOSAL WITH PRICING AND  
SPECIFIC BENEFITS INCLUDED.

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*Thank you!*

Contact Brett Gorrell | Director of Partnerships

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