

SUMMER'S GREATEST ADVENTURE



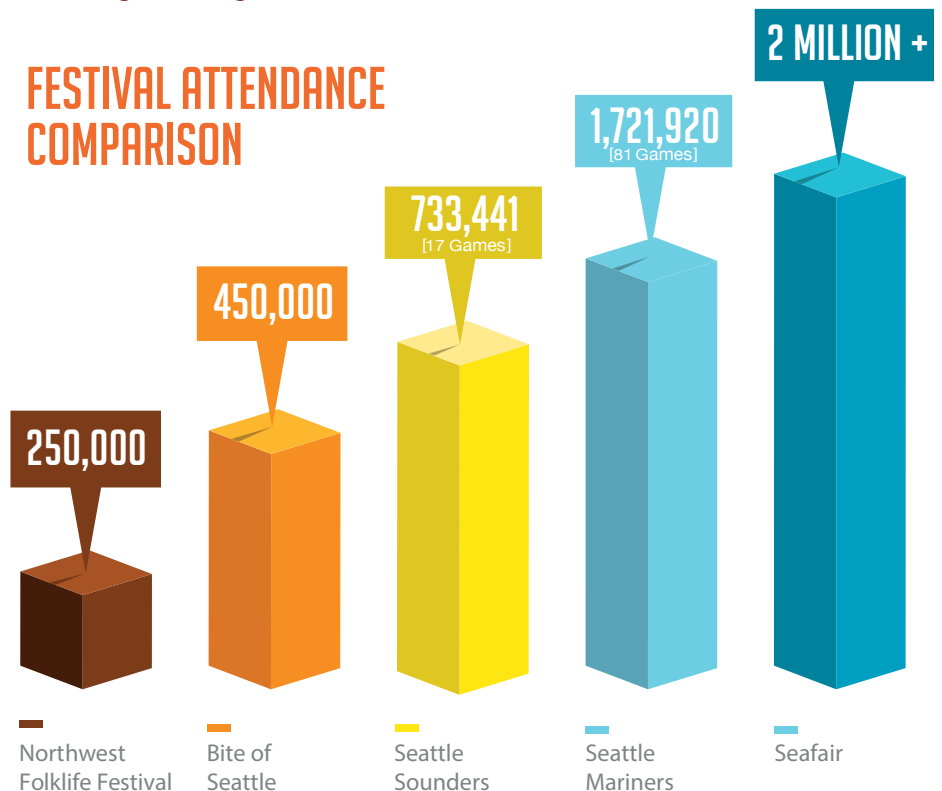
Summer in Seattle has become synonymous with this region's iconic festival... Seafair.

Founded in 1950, the festival was designed to attract tourists and promote marine events in keeping with Seattle's boast as the "boating capital of the world." Since then, for over 65 years, Seafair has been connecting and celebrating the community spirit of Greater Seattle.

Over an eight-week period, Seattle residents and visitors enjoy a whirlwind of family activities, cultural festivals, neighborhood parades and sporting events. Seafair culminates with a nighttime parade, the thunder of the world's fastest raceboats skimming across Lake Washington, the top wakeboard athletes in the country showing off their tricks in a exhibition and the US Navy Blue Angels soaring overhead. Collectively, Seafair is involved in over 75 events that combined touch nearly two million people annually.

Seafair is woven into the hearts of this community. Join the Seafair family and become a part of this long standing tradition.

FESTIVAL ATTENDANCE COMPARISON



BENEFITS OF EVENT SPONSORSHIP

Seafair has a record of building high profile and mutually beneficial partnerships with companies locally, regionally and nationally. It is our goal to create long lasting relationships that deliver real business benefits to our partners. Sponsorship opportunities are available in many areas and can be customized to fit your needs.



ASSETS

- Advertising and Broadcast Packages (radio, print and online)
- Digital Marketing (website, eNewsletter, mobile app.)
- Social Media Integration
- On-Site Exposure: Exhibit Space, Sampling and Product Distribution and Demonstration
- Print Collateral
- Hospitality and Ticketing Packages
- VIP Experiences
- Exposure to Media & Publicity
- Naming Rights & Category Exclusivity
- Branding & Signage
- Customized and Unique Promotions & Contests
- Lead Generation & Sales
- Employee & Customer Relation Integration
- Engagement in the Community
- Merchandising and Retail Opportunities

BENEFITS

- Consumer Interaction
- Media Coverage
- Exposure and Visibility
- Branding
- Marketing
- Sales
- VIP Hospitality Hosting Opportunities
- Employee Engagement and Incentives
- Create Awareness
- Reinforce Company Image
- Drive Traffic
- Showcase Community Responsibility
- Community Relations
- Advertising
- Promotion



FEEDBACK

75%

OF SEFAIR
FANS SUPPORT
COMPANIES WHO
SPONSOR SEFAIR

81%

OF SEFAIR
FANS RATE
SEFAIR BETTER
THAN OTHER
FAIRS OR
FESTIVALS THEY
HAVE ATTENDED

86%

OF SEFAIR
PARTNERS
INDICATED
THAT SEFAIR
MET OR
EXCEEDED THEIR
EXPECTATIONS

89%

OF SEFAIR
SPONSORS
EXHIBITORS AND
VENDORS SAY
THAT THEY
ARE LIKELY
TO BE
BACK AT
SEFAIR
2015



TESTIMONIALS

“The quality of life in the greater Puget Sound region is richer and more vibrant thanks to Seafair.”

- **Darlene Corkrum, Sr. VP of Marketing,**
Virginia Mason Medical Center

“Seafair is unique to Seattle and KIRO 7 takes great pride televising this event which means so much to our community.”

- **Jay O’Connor, General Manager of KIRO 7**

“We Seattleites have proclaimed Seafair the nation’s best urban festival for some 60 years. We’re very proud that the rest of the world is celebrating Seafair along with us.”

- **Tom Norwalk, President & CEO of Visit Seattle**

AWARDS

International Festivals & Events Association (IFEA) Pinnacle Awards and **Washington Festivals & Events Association (WFEA) Pacific Northwest Summit Awards** yearly.

“**Special Events Magazine Gala Award Winner for “Best Fair/Festival”** in 2012. **The Gala Awards**, founded in 1986 recognizes the finest work in special events worldwide.

425 Magazine 2012, Voted Best Festival

“**International Special Events Society Emerald City Applause Award**” in 2013 for both “**Best Marketing Campaign**” and “**Best Logistics**”.

Awarded “**2013 Best Race Site Marketing**” by the H1 Unlimited Circuit.

FESTIVAL EVENTS

Rock 'N' Roll Seattle Marathon & 1/2 Marathon a Seafair Signature Event

Sat., June 13
Seattle Center
7 a.m.



Seafair Pirates Landing

Sat., June 27
Alki Beach
9 a.m. - 3 p.m.

Attendance: 15,000
Gender: 52% Male / 48% Female
Income: 45% make > \$80,000
Relationship Status: 46% Married
Age: 12-17 | 8% 18-24 | 15% 25-34 | 20% 35-44 | 24% 45-54 | 13% 55-64 | 10% 65+ | 4%

Seafair Summer Fourth

Sat., July 4
Gas Works Park
& Lake Union
Noon - 11 p.m.



Attendance: 65,000 (50,000 Gas Works Park)
(15,000 Lake Union Park)
Gender: 49% Male | 51% Female
Income: 38% make > \$80,000
Relationship Status: 32% Married
Age: < 12 | 6% 12-17 | 8% 18-24 | 15% 25-34 | 25% 35-44 | 27% 45-54 | 12% 55-64 | 5% 65+ | 2%



Seafair Milk Carton Derby & Stand Up Paddleboard Competition

Sat., July 11
Green Lake
9 a.m. - 3 p.m.

Attendance: 15,000
Participants: 500
Gender: 42% Male | 58% Female
Income: 50% make > \$80,000
Relationship Status: 61% Married
Age: < 12 | 7% 12-17 | 15% 18-24 | 10% 25-34 | 15% 35-44 | 29% 45-54 | 18% 55-64 | 4% 65+ | 2%

Seafair Triathlon & Kids Triathlon

Sun., July 19
Seward Park
6:30 a.m. to Noon



Attendance: 5,000
Participants: 2,150 (1,800 Adults | 350 Kids)
Gender: 49% Male | 51% Female
Income: 63% make > \$80,000
Relationship Status: 61% Married
Age: < 12 | 21% 12-17 | 5% 18-24 | 6% 25-34 | 26% 35-44 | 25% 45-54 | 9% 55-64 | 5% 65 | 3%

MORE FESTIVAL EVENTS

Seafair Torchlight FanFest

Sat., July 25
Seattle Center
Noon - 6 p.m.



Attendance: 15,000
Gender: 43% Male | 57% Female
Income: 45% make > \$80,000
Relationship Status: 47% Married
Age: < 12 | 6% 12-17 | 9% 18-24 | 20% 25-34 | 25% 35-44 | 27% 45-54 | 6% 55-64 | 5% 65+ | 2%



Seafair Pirate Run

Sat., July 25
Seattle Center
6:30 p.m.

Attendance: 10,000
Participants: 3,500
Gender: 44% Male | 55% Female
Income: 46% make > \$80,000
Relationship Status: 48% Married
Age: < 12 | 2% 12-17 | 4% 18-24 | 9% 25-34 | 29% 35-44 | 26% 45-54 | 20% 55-64 | 8% 65+ | 2%

Seafair Torchlight Parade

Sat., July 25
Downtown Seattle
7:30 p.m.



Attendance: 150,000
Participants: 1,500
Gender: 45% Male | 55% Female
Income: 38% make > \$80,000
Relationship Status: 51% Married
Age: < 12 | 12% 12-17 | 9% 18-24 | 6% 25-34 | 7% 35-44 | 29% 45-54 | 30% 55-64 | 5% 65+ | 2%



Seafair Fleet Week Featuring the Parade of Ships

Wed., July 29
Seattle Waterfront
1:45 p.m.

Ship Tours

Thurs., July 30, thru
Sun., August 2
Seattle Waterfront
9:30 a.m. - 3:30 p.m.
Thurs. - Sat., Sun.
Noon -3:30 p.m.

Attendance: 25,000
Gender: 52% Male | 48% Female
Income: 33% make > \$80,000
Relationship Status: 48% Married
Age: < 12 | 4% 12-17 | 6% 18-24 | 4% 25-34 | 12% 35-44 | 28% 45-54 | 31% 55-64 | 10% 65+ | 5%

SEAFAIR WEEKEND

**Seafair Weekend
Featuring the
Hydroplane Races,
Air Show,
Wakeboard Experience
and Genesee Park Festival**

Fri., July 31 – Sunday, August 2
Genesee Park at
Lake Washington
Fri., 8:30 a.m. - 6 p.m.
Sat., 8:30 a.m. - 6 p.m.
Sun. 7:30 a.m. - 6 p.m.



Attendance: 174,000 (inside the gates),
400,000 (including on the water
and surrounding areas)

Gender: 52% Male | 48% Female

Income: 34% make > \$80,000

Relationship Status: 42% Married

Age: < 12 | 6% 12-17 | 8% 18-24 | 13% 25-34 | 18%
35-44 | 20% 45-54 | 23% 55-64 | 10% 65+ | 2%



SOME OF THE OTHER PROMOTIONAL AND COMMUNITY EVENTS INCLUDE:

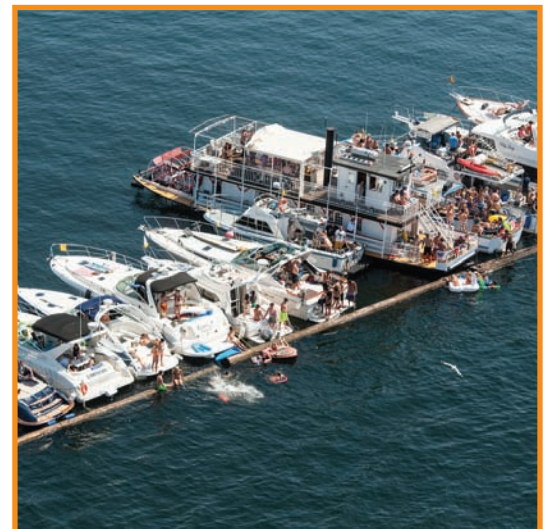
Seafair Festival Kick Off

Seafair Pirate Run & Logboom Packet Pick Up Parties

Seafair Milk Carton Derby Boat Building Demo

Seafair Gala

Seafair Military Day





SEAFAIR FOUNDATION PROGRAMS

**THE CHARITABLE PARTNER
OF THE FESTIVAL. THE
SEAFAIR FOUNDATION
IS A 501(C)(3) ORGANIZATION.**

Seafair Foundation Community Events Program

Seafair believes in celebrating the traditions of our region, resources and diverse residents. Each year, approximately 30 local parades & festivals are chosen through an application process to be a part of the Seafair Foundation Community Events Program. Seafair offers program participants resources that include support, training, information, marketing and event promotions, operational and administrative assistance.



Seafair Foundation Scholarship Program for Women

The Seafair Foundation Scholarship Program for Women provides an incredible experience for young women seeking academic scholarships and opportunities for leadership development. The Scholarship Program for Women strives to empower young women in reaching their personal and professional goals. The program showcases individual's talents, academic abilities, creative expression, public speaking skills and community service.



Seafair Foundation Ambassador Program

The Seafair Foundation Ambassador Program has positively influenced the lives of many local teens. Each year, ten local high school sophomores/juniors are selected through an application process. The students are active for a period of one year where they serve as volunteers, meet with mentors and participate in festival events. The ambassadors learn just how "global" and "local" their own community is in preparation for an even larger learning experience as they host students from the Seattle Sister City of Kobe, Japan. In the fall the students go on their own international trip to visit Kobe.



FOUNDATION PROGRAMS CONT.



Seafair Foundation Holiday Cruise

This heartwarming event takes to the water as independent boaters and charter operators volunteer their boats, crew and time to host more than 2,000 developmentally disabled guests on a special holiday cruise on Lake Union and Lake Washington. Nearly 400 boaters will decorate their boats in a festive display of lights and welcome guests aboard at various docks and yacht clubs around the area.



Seafair Foundation Youth Education Program

The Seafair Foundation Youth Education Program provides the opportunity for students to learn about and appreciate the history of Seafair and the role of hydroplane racing and aviation in our community. This program explores the math and science behind both racing and aviation. This multi-dimensional education program is taught by hydroplane drivers, Miss Seafair and other prominent individuals. Students build their own mini-hydroplane during the classroom visit.



Other Seafair Foundation Events Include:

Seafair Foundation Fundraiser, Miss Seafair Royalty Luncheon, Community Service/Creative Expression Presentations and several community and cultural parades.



TV BROADCAST STATS

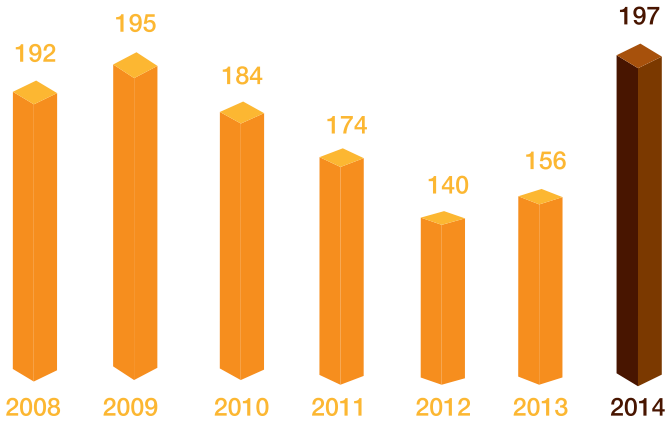


SEAFAIR POSTS HIGHEST LPM RATINGS EVER

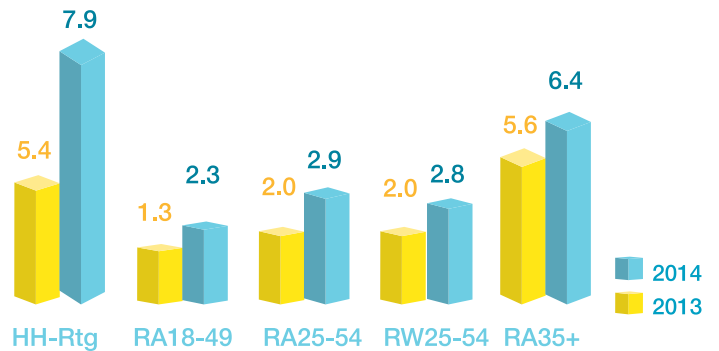
Seafair Weekend Broadcast

Seafair is up Y2Y in all key demos. Nearly 200,000 people watched KIRO-7's coverage of Seafair Sunday each Qtr Hour on average. That easily out-performs all other LPM measured years. Albert Lee Appliance Seafair Cup also performed extremely well in key demographics posting totals much higher than last year.

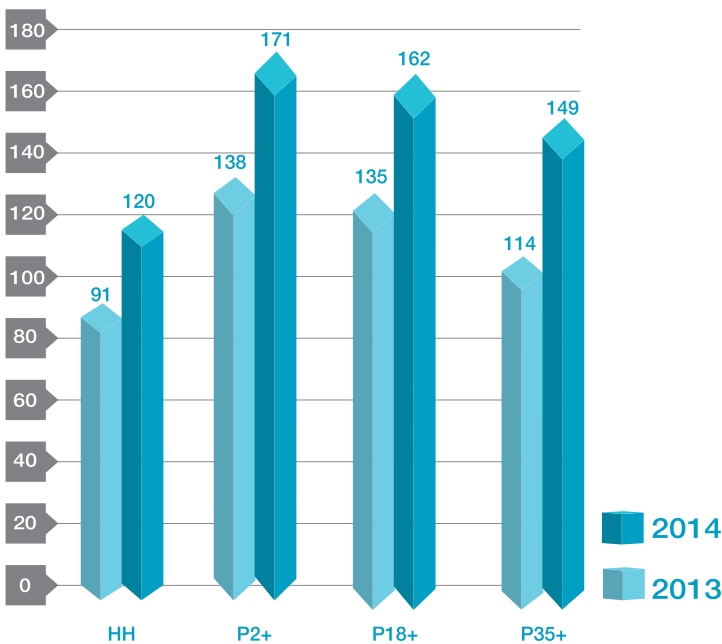
P2+(000)



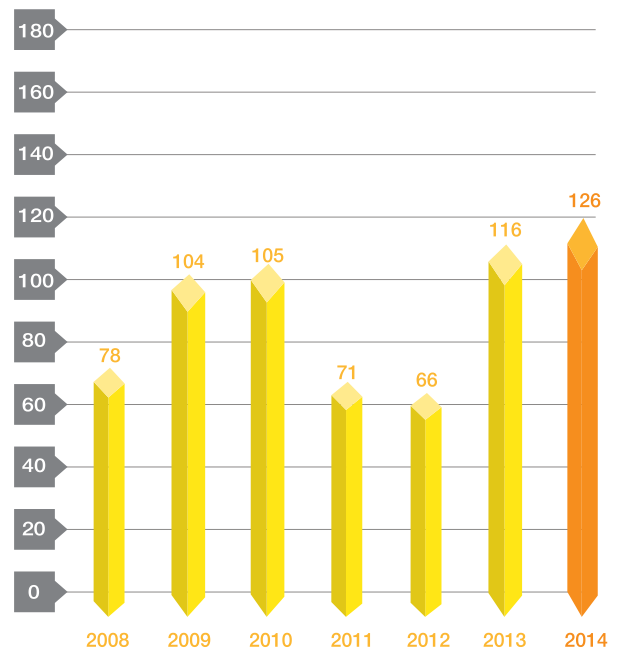
RATING BY DEMO



Seafair Summer Fourth Broadcast SEAFAIR SUMMER FOURTH IS UP Y2Y!



Seafair Torchlight Parade Broadcast SEAFAIR TORCHLIGHT PARADE BREAKS LPM RECORD!



ADDITIONAL MARKETING STATS



#1 in Seattle



#2 in Seattle



Total publicity value
\$9,045,500



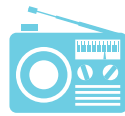
Seafair was featured in
1,432 broadcast stories for a total run time of
46:36:09.



+400 PSA showcased on KIRO



Over **300,000** printed pieces distributed in the Seattle market from May through August promoting Seafair events and partners.



Hubbard Radio partnership & event coverage expansion.



Dedicated Seafair Web Pages featured on each of the Hubbard Radio sites.



Live Broadcasts Seafair Summer Fourth, Seafair Torchlight Night & Seafair Weekend



+250 stories included Seafair.



Seafair.com over **650,000** unique visitors



Seafair.com visitors viewed **2.62 pages** while on the site.



Average time spent on Seafair.com
00:02:07



Facebook Fans **nearly 50,000** 50% increase from 2013 Post reached over 2.5 million followers.



Seafair YouTube **350,000** upload views 20% increase from 2013



eNewsletter **65,000 subscribers** (15,000 increase from 2013)



17.6% average open rate.



15,000 internet articles, features & blogs



Twitter followers **6,000** (17% increase from 2013)



Seafair Mobile App **1,400** downloads.

SEAFAIR WEEKEND SOCIAL MEDIA STATS

Twitter	4,321	Google+	98
Instagram	3,497	Vine	16
Facebook	595	TOTAL	8,527

ON SITE EXPOSURE



Exhibitor Booths & Displays

A exhibitor booth will provide you with the unparalleled opportunity to meet and interact with potential clients and customers!

Signage

Seafair has a variety of opportunities on-site at our events for branded signage that will gain exposure and visibility for your business.

Experiences

Seafair will customize an on-site experience for your business, whether it be a parade entry, an award category at the milk carton derby, or a stage at Seafair Weekend, we will work with you to make your business stand out.



Seafair has a wide range of hosting options ...from Bayview Pavilions to Skyboxes, Shore Club to Cabanas. We welcome you to experience the speed, spirit and tradition of Seafair by entertaining your customers, employees and friends.



INVESTMENT OPPORTUNITIES



Sponsor

- Festival Wide Official Sponsor
- Event Title Sponsor
- Event Presenting Sponsor
- Event Supporting Sponsor
- Foundation Sponsor

Exhibitor

- 10' x 10'
- 10' x 20'
- Larger Spaces

Corporate Hospitality

- Shore Club
- Bayview Pavilion
- Cabanas
- Sky Box Pavilion

Advertising

- Seafair Magazine Full Page Ad
- Seafair Weekend Program Full Page Ad
- Seafair.com Web Ad

CONTACT US:

For your customized investment proposal, contact the Seafair Sponsorship Sales Department

PHONE: (206) 728-0123 X 109

EMAIL: SPONSORSHIP@SEAFAIR.COM

