



# Fishermen's Fall Festival Sponsorship Packet



Fishermen's Terminal Retail Tenant Association (FTRTA)  
c/o Chinook's at Salmon Bay  
1900 W. Nickerson St. Suite 103  
Seattle, WA 98119

## Fishermen's Fall Festival

Date: Saturday, September 21, 2019

Time: 11:00am - 6:00pm

Location: Fishermen's Terminal - 1900 W. Nickerson St. Seattle, WA 98119

Website: [fishermensfallfestival.org](http://fishermensfallfestival.org)

Facebook and Instagram: @fishermensfallfestival

### **About the festival:**

Fishermen's Fall Festival is a free, all-volunteer and donation-funded event with the purpose of educating the public about Fishermen's Terminal and the North Pacific Fishing Fleet. The festival is free to attend and assist in providing the greater Seattle community an opportunity to celebrate the commercial seafood industry through a variety of fun events and activities and to experience the unique character of the historic Fishermen's Terminal. In addition to providing this unique and educational community event, the festival also helps to raise money for Seattle Fishermen's Memorial; a non-profit organization dedicated to providing essential services to fishermen and their families as well as honoring those lives lost at sea.

### **Sponsorship benefits:**

The festival attracts up to 10,000 attendees every year and has proven to be an outstanding opportunity for sponsor recognition. Recognition is provided in a variety of different ways based on sponsorship levels, including name and logo on the website and poster, onsite event banners, social media recognition and additional day-of exposure. Fishermen's Fall Festival would not be possible without the generous support of the commercial seafood industry, industry businesses, community support and the Fishermen's Terminal Retail Tenant Association. **Please see sponsorship opportunities on the following page.**

### **Activities and Entertainment:**

Activities and entertainment at the festival occur on the main boardwalk of Fishermen's Terminal. They include live entertainment, water safety demonstrations, survival suit races, a salmon fillet competition, oyster slurp-off, lutefisk eating contest and ship canal boat tours. Children's activities include face painting, wooden boat building, oyster shell art and a variety of other hands-on projects. A seafood demonstration stage presents information from local chefs and seafood experts ranging from best buying techniques to preparing dishes at home. Proceeds from fundraising activities such as the Beer and Wine Garden, Salmon BBQ and the food booths all go to Seattle Fishermen's Memorial.

### **Operational/Volunteer Support:**

Fishermen's Fall Festival is sponsored by the tenants of Fishermen's Terminal with the support of industry-related companies. Over 200 volunteers from the Fishermen's Terminal Retail Tenant Association, the Port of Seattle as well as the fishing community help to plan and execute all of the activities, the Salmon BBQ and work in conjunction with one another to make the festival possible. If you or your co-workers are interested in volunteering for this event, please contact the Volunteer Coordinator, Dean Paglialunga at (206) 283-4665 or online at [www.fishermensfallfestival.org/volunteercontact](http://www.fishermensfallfestival.org/volunteercontact). All volunteers will receive a free BBQ meal and the festival t-shirt. We run three volunteer time slots throughout the day:

Open: 10:30am - 2:00pm

Afternoon: 1:30pm - 4:30pm

Close: 4:00pm - Close

### **Promotional Support:**

The FTRTA publicizes Fishermen's Fall Festival through community posters, banners, press releases, television, radio, print advertising and social media. Prior media sponsors have included KVO Radio, Disney Radio, KOMO radio, KMPS and KING TV, As a media sponsor, each station promotes the festival exclusively and may broadcast live from the festival.

# 2019 Fishermen's Fall Festival Sponsorship Opportunities

Sponsors of \$1000 and up: for logo inclusion in promotional materials  
they must be submitted to [annie.sullivan@anthony.com](mailto:annie.sullivan@anthony.com) NO LATER than **May 30, 2019**.

## **Exclusive Salmon BBQ Sponsorship: \$5000+**

Exclusive naming of our signature Salmon BBQ  
Company logo on the festival poster and website  
Company Logo on Seattle Fishermen's Memorial website  
Inclusion in all festival printed materials  
Recognition in press releases and exposure on social media

## **Main Stage Presenting Sponsorship: \$2500+**

Recognition throughout the day by the main stage emcee as well as banners  
Company logo on the festival poster and website  
Company Logo on Seattle Fishermen's Memorial website  
Inclusion in all festival printed materials  
Recognition in press releases and exposure on social media

## **Children's Activity Sponsorship: \$1500+**

Exclusive sponsorship of one of our interactive children's activities  
Recognized on the sponsorship banner  
Company logo on the festival poster and website  
Company Logo on Seattle Fishermen's Memorial website  
Inclusion in all festival printed materials  
Recognition in press releases and exposure on social media

## **Joint Activity or Stage Sponsorship: \$1000+**

Sponsors receive recognition on the main stage banners  
Recognized on the sponsorship banner  
Company logo on the festival poster and website  
Company Logo on Seattle Fishermen's Memorial website  
Inclusion in all festival printed materials  
Recognition in press releases and exposure on social media

## **Children's Activity Joint Sponsorship: \$750+**

Joint sponsorship of one of our many children's interactive booth activities  
Recognized in the activity with a sponsorship banner  
Name recognition on the festival website  
Inclusion in festival printed materials

## **Friends of the Festival Sponsorship: \$100 - \$749**

Name listed on festival website  
Recognition by Seattle Fishermen's Memorial

## **In Kind Donations**

There are several opportunities to donate tangible goods and services that are required to run the festival. Recognition varies based on the value of the donation. If your company would like to donate goods or services, please contact Paula Cassidy (206) 283-3366 or Dean Paglialunga (206) 283-4665 to discuss these opportunities further.



## Contacts

Paula Cassidy  
President, Fishermen's Terminal Retail Tenant Association  
Owner, Wild Salmon Seafood Market  
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(206) 283-3366

Ivor Sachs  
Vice President, Fishermen's Terminal Retail Tenant Association  
ivorsmti@gmail.com

Dean Paglialunga  
Treasurer and Volunteer Coordinator, Fishermen's Terminal Retail Tenant Association  
General Manager, Chinook's at Salmon Bay  
dean@anthonys.com  
(206) 283-4665

Support of Fishermen's Fall Festival takes generosity like yours to make this event possible!  
All proceeds from this community event go to benefit and support Seattle Fishermen's Memorial.

[www.fishermensfallfestival.org](http://www.fishermensfallfestival.org)  
[www.seattlefishermensmemorial.org](http://www.seattlefishermensmemorial.org)

