

2017 Lobsterfest Sponsorship Opportunities



Sunday, August 6, 2017

3:00 p.m. to 8:00 p.m.

Newport Dunes Waterfront Resort & Marina

www.lobsterfestatnewportbeach.com



ABOUT LOBSTERFEST AT NEWPORT BEACH

Lobsterfest at Newport Beach began in 2009 as a fundraiser for the sunrise Rotary Club of Newport Beach. Now in its ninth year, Lobsterfest is an established 501(c)3 foundation with beneficiaries that have included Make-A-Wish® Orange County and the Inland Empire, Leadership Tomorrow Orange County and New Directions for Women. A percentage of all Lobsterfest 2017 proceeds will be donated to nonprofit organizations.

What is Lobsterfest?

Lobsterfest at Newport Beach is a celebration of summer where guests feast and frolic while raising funds for deserving local nonprofits. Each year fresh Maine lobster is flown in on the morning of the event and prepared on site, alongside a wide variety of tasty sides! Local bands play on the beachside stage while guests enjoy their meals, dance, and take in the scenery that surrounds. Hosted by the Lobsterfest Foundation and held at the Newport Dunes Waterfront Resort & Marina, Lobsterfest is now in its ninth year and has evolved into a regional event, attracting guests from Orange County, the Inland Empire, Northern California and Southern Nevada. For more details please visit

www.lobsterfestatnewportbeach.com

Where is Lobsterfest?

The annual Lobsterfest at Newport Beach is held waterfront at the Newport Dunes Resort and Marina in beautiful Newport Beach, California. In addition to the outstanding food and live music, guests can walk along the boat-lined beachfront, take a swim in the bay, play with their kids on the on-beach playground, and/or explore the Back Bay Nature Preserve by kayak or bicycle (available for rent on-premises).

Publicity

As a sponsor of the 2017 Lobsterfest at Newport Beach, you'll benefit from access to a wide range of publicity including:

- Exposure to an estimated 750 attendees
- Inclusion in media opportunities (1,000,000+ impressions) via:
 - OC Weekly
 - OC Business Journal
 - OC Register
 - LA Times Magazine
 - Westways Orange County
 - KDOC TV
 - Daily Pilot
 - Newport Beach Magazine and so many more!
- Social-media cross-promotion with links, logo, & copy (110,000+ impressions/monthly)
- Inclusion in our e-blast alerts (2,500+ subscribers)



at Newport Beach

9th Annual Lobsterfest at Newport Beach

SPONSORSHIP LEVELS

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Newport Dunes Waterfront Resort & Marina

TITLE SPONSOR: (One available)

\$5,000

- Identified as "Title Sponsor" on all press releases, radio and television ads
- Four (4) complimentary tickets to event (\$300.00 value)
- Sponsorship Logo (Large)
 - Monthly e-mail blast (June thru August 2017)
 - All Lobsterfest banners used to promote around Newport Beach
 - All Lobsterfest posters & printed materials
 - All custom Lobstefest bibs (event day)
 - Event Day Banner
- Social Media campaign inclusion (March thru August 2017)
- Live mentions during Lobsterfest by the event emcee
- Company banner display on event day (Sponsor provides banner)

PRESENTING SPONSOR: (Three available)

\$2,500

- Lobsterfest web site- logo and web link
- Four (4) complimentary tickets to event (\$300.00 value)
- Sponsor logo (medium)
 - Lobsterfest 2017 banners used to promote around Newport Beach
 - All Lobsterfest posters
- Live mentions during Lobsterfest by the event emcee
- Social media campaign inclusion (March thru August 2017)

CONTRIBUTING SPONSOR: (Ten available)

\$1,000

- Two (2) complimentary tickets to event (\$150.00 value)
- Lobsterfest web site logo
- Social media promotions
- Live mentions during Lobsterfest by the event emcee

VIP TABLE SPONSORSHIP:

\$1,500

- Reserved table for ten (10) guest located in the VIP section in front of the stage
- Complimentary valet parking
- Full dinner service with all-you-can-eat cracked lobster and NY strip steak
- Complimentary wine, beer and beverage service
- Company recognition as table sponsor
- Social media promotions



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SPONSORSHIP COMMITMENT FORM

Sunday, August 6, 2017
Newport Dunes Waterfront Resort & Marina

SPONSOR INFORMATION:

Name/Company (As you would like to be recognized):

Contact Name (if different from above):

Address: _____ City: _____

Zip: _____ Phone: _____ Email: _____

Sponsorship level requested (from previous page):

_____ \$ _____

PAYMENT INFORMATION:

Enclosed is a check payable to LobsterFest at Newport Beach

Please bill my AMEX, Visa or Mastercard:

Card # _____ Exp. Date _____ / _____

Signature: _____

Company website: _____

Facebook: _____

Instagram: _____

Twitter: _____

Please email this completed form and email it along with

Sponsor Logo (high res)

Promotional Information/Copy

(to be used on social media, press releases, and by the emcee at Lobsterfest)
to

www.lobsterfestatnewportbeach.com

(949) 478-3468

Email company logo (EPS format) to:

sponsor@lobsterfestatnewportbeach.com