

2025 Festival Sponsorships



Town of Swansboro



601 West Corbett Ave. • 910-326-2600 • swansborofestivals.com

Dear Prospective Sponsor:

The Town of Swansboro is looking forward to another successful festival season in 2025.

The Town of Swansboro is thrilled to present you with an exclusive opportunity to partner with us as a sponsor for our four major festivals held annually: Arts by the Sea, Independence Day Celebration, Swansboro Mullet Festival of North Carolina, and Christmas Flotilla. These festivals have become cornerstone events in our community, drawing over 40,000 attendees from all walks of life to celebrate culture, creativity, and connection. Unlike other traditional forms of advertising, our sponsorship allows a business to be associated with the positive benefits of community festivals.

Why Sponsor Our Festivals?

- 1. Unparalleled Visibility:** Each festival year attracts thousands of attendees, offering a unique platform for your brand to engage with a diverse and enthusiastic audience. Your sponsorship will include prominent logo placement and/or business name across event materials, banners, and digital promotions, ensuring maximum exposure.
- 2. Community Impact:** By sponsoring these festivals, you align your brand with events that enrich the community and foster a sense of belonging. Your support helps us provide free activities, live entertainment, and create lasting memories for all families and ages.
- 3. Targeted Marketing Opportunities:** Our festivals cater to varied demographics, allowing you to tailor your outreach. Whether it is families at the Independence Day Celebration, art enthusiasts at Arts by the Sea, or music lovers at Mullet Festival, your brand can connect with the audiences that matter most to you.
- 4. Networking and Brand Loyalty:** As a sponsor, you will have the chance to interact directly with attendees. This engagement not only builds brand loyalty but also creates lasting relationships within the community.

We offer different levels of sponsorships levels available to meet all budget needs. There is something affordable for your business big or small.

By becoming a sponsor and showing your support for our towns' festivals, you are showing your support for the community. This will in turn have a positive impact on your business. Your partnership is more than just a sponsorship; it is a commitment to enriching lives and making a lasting impact on our community. Together, we can ensure these festivals continue to thrive and inspire for years to come.

Thank you for considering this exciting opportunity. We look forward to the possibility of working together.

Warm regards,

Anna Stanley

Anna Stanley, Parks and Recreation Director

Town of Swansboro

910-326-2600

astanley@ci.swansboro.nc.us

2025 Sponsorship Opportunities

The Swansboro Parks and Recreation department is proud to offer sponsorship to those businesses that want to increase their visibility and exposure that can increase brand awareness and recognition in the local market of Eastern North Carolina.

Why should you be a sponsor?

By offering a great selection of sponsorship deals you will find opportunities that will showcase your company on a public platform, introduce your business to new clientele at the many events held here in Swansboro, NC and align your brand with time-honored, wholesome community activities.

Festival Events:

Arts by the Sea
Independence Day Celebration
Mullet Festival
Christmas Flotilla



ARTS by the Sea



Arts by the Sea is fabulous fine arts and crafts festival that takes place annually on the second Saturday of June. Come and see the best artists and crafters as they line Swansboro's historic downtown streets with beautiful art and handmade crafts. The show, which is a juried craft show, represents some of the finest crafters in the Southeast. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this event. Each year we offer a Wine Tasting and Taste of the Town from 4- 7 pm. Tickets will be required, and space is limited.



Attendance:

People will crowd the downtown streets to view what vendors have to offer. The festival attracts up to 6,000 people including Swansboro residents and visitors from surrounding areas. The event is an all-around great day by the water. Included in this free public festival will be live local entertainment throughout the day at the Harry C. Pugliese "Pug" Pavilion.

Target Market:

- All Ages
- Families
- Arts & Crafts Shoppers



Independence Day Celebration

Experience the magic and wonder as Swansboro's night sky comes alive with a dazzling display of colors and lights at this spectacular fireworks event! This is an evening filled with fun, live musical entertainment, excitement, awe, and celebration. Happy birthday, America!



Target Market:

- All Ages
- Families
- Proud Patriots



Attendance:

Our picturesque waterfront is the perfect location to enjoy a patriotic celebration of America's Independence Day! From the breathtaking firework show to musical performances, thousands of people will be thrilled to spend this holiday celebration with us. This festival attracts 10,000 patrons and visitors. Exercise your freedom and choose to be a sponsor of this or all of Swansboro's Festivals in 2025!



Mullet Festival



Help us celebrate the 71st Anniversary of Mullet Festival. This festival began in 1954 and is the oldest festival on the Crystal Coast. The Mullet Festival is a street fair featuring arts and crafts vendors, a parade, children's activities, food, and entertainment for all.

Activities:

- Mullet Toss
- Blessing of the Fleet
- Kid's Area
- Vendors
- Parade
- Live Music Bands
- Food Vendors
- Mullet Dinners



Target Market:

- All Ages
- Families
- Fish Fanatics



Attendance:

The Annual Mullet Festival, held the second weekend in October, attracts 20,000 visitors. Local residents and visitors from afar find the atmosphere welcoming and intriguing as they can dive into Swansboro's roots as an original fishing town. Highlights include children's area, Blessing of the Fleet on Friday evening, and other activities sure to attract people from all over the southeast coast of North Carolina. This festival offers the perfect opportunity to spread the word and grow your brand!



Christmas Flotilla



During this holiday season, gather along Swansboro's waterfront and watch the spectacular parade of lights down the White Oak River. Witness breathtaking procession of illuminated vessels as they navigate the water, creating a mesmerizing display of lights, colors, nautical splendor, and you might even catch a glimpse of Santa Claus! At the end of the parade, Santa disembarks to visit with the children at the Pugliese Pavilion in Historic Downtown Swansboro.



Target Market:

- All Ages
- Families
- Holiday Spirit Seekers



Attendance:

The Christmas Flotilla is one of Swansboro's most unique festivals. Held annually, the Flotilla has made a name for itself due to its creative displays and spread of cheer and joy. Approximately 5-7,000 families gather from all around Swansboro and areas close by; especially those with young children, to admire the sights and sounds of the effervescent Holiday season.

Sponsor Levels	Sponsor Benefits
<p>Admiral \$7,500</p>	<ul style="list-style-type: none"> • Title Sponsor: Business name incorporated within all festival event titles (“Business Name Festival Name”) • Inclusion in all WITN marketing; Pre-roll ads (:15 commercial before video story on website); TV broadcast commercial (:30 commercial during commercial break) Arts by the Sea & Mullet Festival • Inclusion in radio advertising; \$6000 value • Inclusion in all media buys/promotions/digital/print advertisement • First right of refusal • Business logo on all advertisements (flyers, posters, and social media) • Business logo on Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Recognition in all press releases • Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025 • Sponsor recognition throughout stage entertainment • Event signage at stage area (sponsor provided) • Business logo on all festival banners • Business logo on Mullet Festival T-shirts • Mullet Festival T-Shirt (10) + 12 VIP PASSES • Reserved space in the 2025 Mullet Festival Parade
<p>Captain \$5,000</p>	<ul style="list-style-type: none"> • Inclusion in radio advertising; \$6000 value • Inclusion in promotions/print advertisement • Recognition in all press releases • Business logo on all advertisements (flyers, posters, and social media) • Business logo on Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025 • Sponsor recognition throughout stage entertainment • Event signage at stage area (sponsor provided) • Business logo on all festival banners • Business logo on Mullet Festival T-shirts • Mullet Festival T-shirt (6) + 10 VIP PASSES • Reserved space in the 2025 Mullet Festival Parade
<p>First Mate \$2,500</p>	<ul style="list-style-type: none"> • Inclusion in promotions/print advertisement • Business logo on all advertisements (flyers, posters, and social media) • Prominent logo placement on our home and event pages for one event year • Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025 • Sponsor recognition throughout stage entertainment • Event signage of your business throughout festival area (sponsor provided) • Business logo on all festival banners • Business logo on Mullet Festival T-shirts • Mullet Festival T-shirt (4) + 8 VIP PASSES • Reserved space in the 2025 Mullet Festival Parade

Sponsor Levels	Sponsor Benefits
Quartermaster \$1,000	<ul style="list-style-type: none"> • Inclusion in promotions/print advertisement • Business logo on all advertisements (flyers, posters, and social media) • Business logo Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025 • Sponsor recognition throughout stage entertainment • Business logo on Mullet Festival T-shirts • Mullet Festival T-shirt (2) + 6 VIP PASSES • Reserved space in the 2025 Mullet Festival Parade
Boatswain \$500	<ul style="list-style-type: none"> • Business name on all advertisements (flyers, posters, and social media) • Business name Swansboro festival and Parks and Recreation website • Sponsor recognition throughout stage entertainment • Business name on all festival banners • Business logo on Mullet Festival T-shirts • Mullet Festival T-shirt (1) + 4 VIP PASSES
Pirate \$250	<ul style="list-style-type: none"> • Business name on all advertisements (flyers, posters, and social media) • Business name Swansboro festival and Parks and Recreation website • Business name on festival banners • Sponsor recognition throughout stage entertainment • 2 VIP PASSES

Sponsorship Forms

Sponsor Agreement 2025

Name of Company, Institution, or Individual (as you wish it to appear on printed materials):

Contact Person:

Email:

Phone:

Address (City, State, & Zip Code):

Website:

Festival Event Sponsorship: CHECKS MADE PAYABLE TO: TOWN OF SWANSBORO

Sponsor Level Chosen:	___ \$7,500 SOLD	___ \$5,000	___ \$2,500
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___ \$1,000	___ \$500	___ \$250	
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Type of Sponsorship:	___ Monetary	___ In-Kind	___ Combination
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Type of In-Kind Sponsorship:	<input type="checkbox"/> Food/Beverage	<input type="checkbox"/> Service	
	<input type="checkbox"/> Materials/Supplies	<input type="checkbox"/> Other	

Description of In-Kind Contribution:

Estimated Market Value:

If you wish to designate a portion of your donation to Flotilla boat prizes, please specify amount here:

Sponsorship Agreement

I/We agree to the sponsorship agreement above for the 2025 Swansboro Festivals.

Signature

Date

Print Name

Title

**Mail checks to the Town of Swansboro Attn: Parks and Recreation
601 West Corbett Ave, Swansboro, NC 28584
THANK YOU FOR YOUR GENEROUS SUPPORT!**

FOR OFFICE USE ONLY:

PAYMENT received: ___ LOGO received: ___ MULLET APP received: ___

BANNER received: ___ PARADE APP received: ___ T-SHIRT SIZES received: ___

WEBSITE posted: ___ AD included: ___ RADIO included: ___ TV included: ___

2025 Sponsor Deadlines and Information Needed

Please keep a copy for your records

Deadlines:

- Print-ready logo image to be emailed to astanley@ci.swansboro.nc.us by April 15, 2025
If desired, Mullet Festival exhibit space applications to be sent by May 1, 2025
(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)
- Sponsor-provided banner to be sent to Park by May 15, 2025

____ \$7,500 Admiral Level Sponsorship (Title)

____ Sizes for 8 Mullet T-shirts: ____ & ____ & ____ & ____ & ____ & ____

____ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

____ \$5,000 Captain Level Sponsorship

____ Sizes for 6 Mullet T-shirts: ____ & ____ & ____ & ____ & ____

____ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

____ \$2,500 First Mate Level Sponsorship

____ Sizes for 4 Mullet T-shirts: ____ & ____ & ____

____ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

____ \$1,000 Quartermaster Level Sponsorship

____ Sizes for 2 Mullet T-shirts: ____ & ____

____ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

____ \$500 Boatswain Level Sponsorship

____ Size for 1 Mullet T-shirt: ____

We will make every effort to have all sponsors listed for all events, however, logos received after posted deadlines cannot be guaranteed for inclusion in marketing.

The Swansboro festivals are managed by the Town of Swansboro and the Parks and Recreation Department, with support from dedicated employees and volunteers. These events provide safe, family-friendly, seasonal celebrations that foster community pride, civic involvement, and a vibrant multicultural and artistic atmosphere.

Mullet Festival Sponsor Application

Swansboro Mullet Festival, Saturday & Sunday October 11-12, 2025
Festival Hours: Saturday 9:00am–6:00pm, Sunday 10:00am–5:00pm
(Sponsors may choose to stay open on Saturday until 10:00pm)

Office Use Only

Date received _____

Space Assigned: _____

Admiral, Captain, First Mate, and Quartermaster are eligible for a 10x10 space.

(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)

Completed application with signature, and sponsorship agreement should be MAILED to:

Town of Swansboro, Attn: Parks & Recreation Dept.
601 West Corbett Avenue; Swansboro, NC 28584

Please PRINT clearly

Business/Organization: _____

Contact Person: _____ Birthdate (req'd by computer system) _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (during festival): _____

Email (REQUIRED): _____

Website: _____

If donating the booth to a non-profit organization, provide name and contact information here:

Liability Waiver

I agree to abide by all rules, regulations, and guidelines, presented by the Town of Swansboro. Violators will be subject to dismissal without refund. I agree to the liability/hold harmless statement provided. I understand that the Town of Swansboro reserves the right to deny any application, even if the applicant has participated in the show before. I understand that reasonable security will be provided, but I will not hold the Town of Swansboro, or their representatives liable for loss, damage, or injury.

Submission of application indicates that participant hereby indemnifies and shall defend and hold harmless the Town of Swansboro, their employees, and their volunteers from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of the participant's participation in the Festival, including those arising from damage to property or injury to or death of participant, its customers, volunteers, employees, or subcontractors, whether arising before, during, or after the Festival and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of participant or its customers, volunteers, employees, agents or subcontractors.

Further, that the participant releases the Town of Swansboro from any and all liability for loss or damage to property and merchandise used or sold by the participant in the operation of the booth due to theft, fire, storm, flood, and damages through any force of nature or otherwise.

The participant grants the Town of Swansboro permission to use any photographs, motion pictures, videos, recordings or any other record of participation in the festival.

Signature _____ Date _____