



SUMMER'S GREATEST ADVENTURE



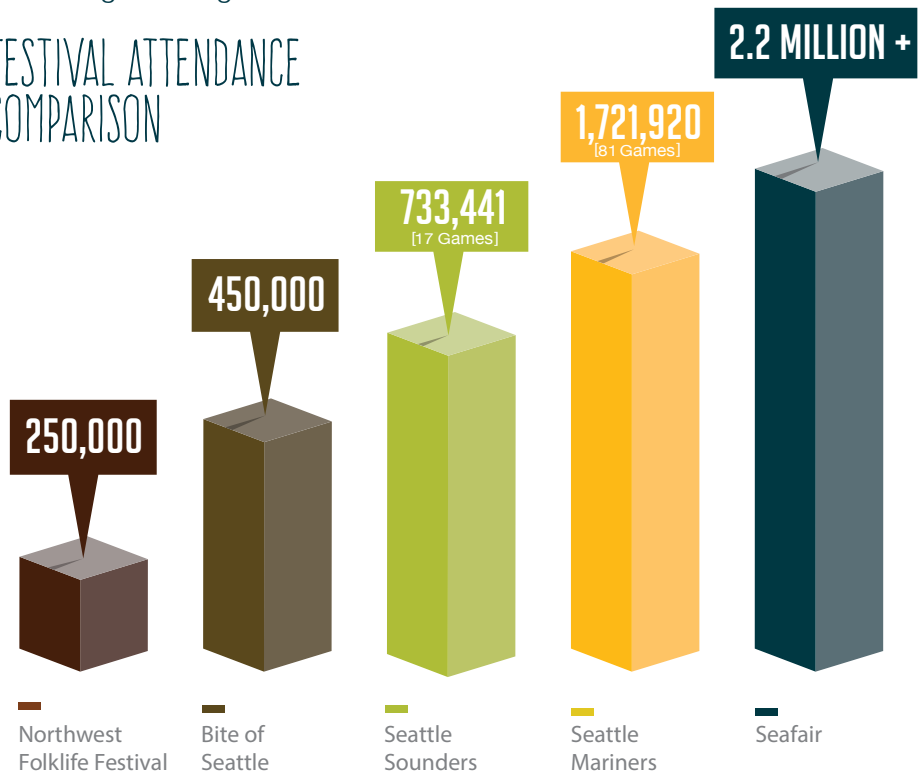
SUMMER IN SEATTLE HAS BECOME SYNONYMOUS WITH THIS REGION'S ICONIC FESTIVAL...
SEAFAIR.

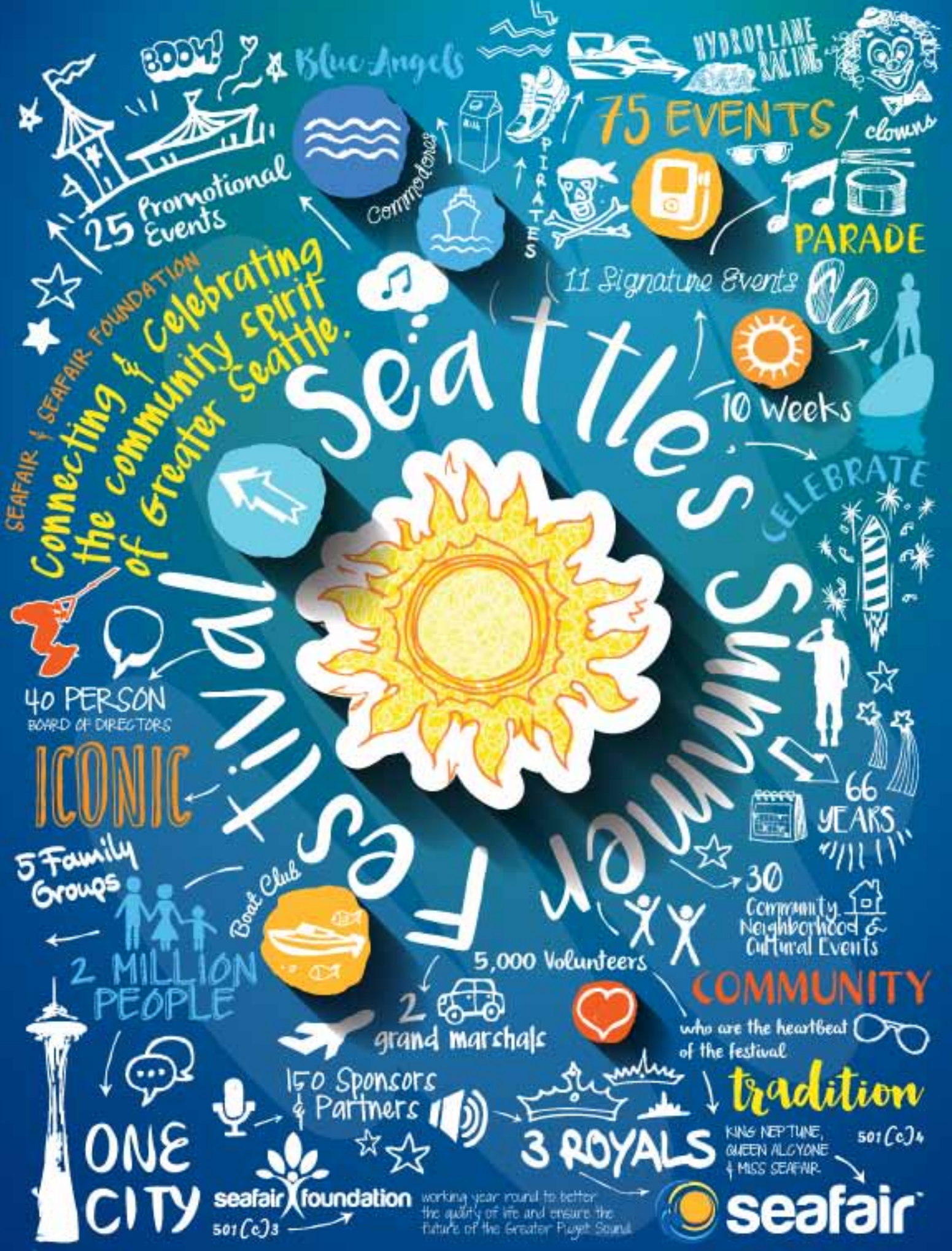
Founded in 1950, the festival was designed to attract tourists and promote marine events in keeping with Seattle's boast as the "boating capital of the world." Since then, for over 66 years, Seafair has been connecting and celebrating the community spirit of Greater Seattle.

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 race boats 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 2016



TESTIMONIALS

“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

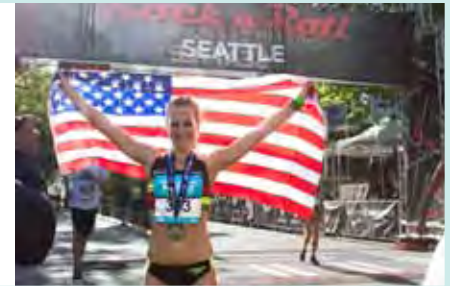
“**International Special Events Society Emerald City Applause Award**” in 2013 for both “**Best Marketing Campaign**” and “**Best Logistics**”.

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

SIGNATURE FESTIVAL EVENTS

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

Sat., June 18
Seattle Center
7 a.m.



Seafair Pirates Landing

Sat., June 25
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

Mon., 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: 23% make > \$80,000
Relationship Status: 29% Married
Age: [Under 25 - 36%] [26-39 - 35%] [40-54 - 20%]
[55-71 - 6%] [72 and older - 3%]



Seafair Milk Carton Derby & Stand Up Paddleboard Competition

Sat., July 16
Green Lake
9 a.m. - 3 p.m.

Attendance: 12,000
Participants: 242
Gender: 44% Male | 56% Female
Income: 35% make > \$80,000
Relationship Status: 50% Married
Age: [Under 25 - 22%] [26-39 - 31%] [40-54 - 29%]
[55-71 - 17%] [72 and older - 1%]

SIGNATURE FESTIVAL EVENTS CONT.

Seafair Triathlon & Kids Triathlon

Sun., July 24
Seward Park
6:30 a.m. to Noon



Attendance: 5,000
Participants: 2,000 (1,750 Adults | 350 Kids)
Gender: 44% Male | 56% Female
Income: 60% make > \$80,000
Relationship Status: 61% Married
Age: [Under 12 - 6%] [13-24 - 4%] [25-34 - 18%]
[35-44 - 33%] [45-54 - 20%] [55-64 - 15%]
[65 and over - 5%]

Seafair Torchlight FanFest

Sat., July 30
Seattle Center
Noon - 6 p.m.



Attendance: 15,000
Gender: 44% Male | 56% Female
Income: 36% make > \$80,000
Relationship Status: 57% Married
Age: Under 25 - 14%, 26-39 - 30%, 40-54 - 34%,
55-71 - 21%, 72 and Older - 1%

Seafair Torchlight Parade

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



Attendance: 135,000
Participants: 1,500
Gender: 45% Male | 55% Female
Income: 36% make > \$80,000
Relationship Status: 51% Married
Age: [Under 25 - 13%] [26-39 - 30%] [40-54 - 35%]
[55-71 - 21%] [72 and Older - 1%]



Seafair Fleet Week Featuring the Parade of Ships

Wed., August 3
Seattle Waterfront
1:45 p.m.

Ship Tours

Thurs., August 4, thru
Sun., August 7
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., August 5 – Sun., August 7
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: 37% make > \$80,000

Relationship Status: 48% Married

Age: Under 25 - 21%, 26-39 - 38%, 40-54 - 27%,
55-71 - 12%, 72 and older - 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 SEAFAIR FOUNDATION WORKS YEAR ROUND TO BETTER THE QUALITY OF LIFE AND ENSURE THE FUTURE OF THE GREATER PUGET SOUND. FROM YOUTH EDUCATION TO LEADERSHIP TRAINING, SCHOLARSHIPS TO CULTURAL AND ARTS ENGAGEMENT, WE'RE PASSIONATE ABOUT FOSTERING A THRIVING SEATTLE. 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 SUNDAY ON KIRO 7 EARNS 7.1 HH RATING REACHES NEARLY 400,000 HOMES IN THE SEATTLE MARKET

Live Programming of All Three Signature Seafair Events on KIRO 7 Watched By Nearly One in Three Homes The Official Seafair Station for the 29th year, KIRO 7's live coverage of Seafair Sunday on August 2nd earned a 7.1 HH rating and reached nearly 400,000 homes – an impressive 21% - in the Seattle market. Viewers were actively engaged throughout the telecast, exhibited by the fact that the average length of viewing time in each household averaged nearly three hours. In addition to the significant engagement in homes, the KIRO 7 webpage and mobile apps registered more than 35,000 livestreams.

KIRO 7's extensive live coverage of Seafair Sunday included ten hours of fun and engaging programming highlighted by Seattle's favorite summer traditions - the awe-inspiring Blue Angels and always-exciting hydroplane races. Such an all-encompassing and complex production was a coordinated effort of more than 100 individuals, supported by every aspect of the station's incredible production team of engineers, producers, web staff, reporters, and anchors.

Over the course of the summer of 2015, the three signature Seafair events – Seafair Sunday, the Torchlight Parade, and Summer 4th Fireworks Show - drew hundreds of thousands of viewers to both on-air and online platforms, reaching nearly one in every three homes (31.4%) in the Seattle market.

While traditional television viewership of the region's annual summer tradition was relatively similar to 2014, fans logged on to KIRO 7's livestream and mobile apps in record numbers to take part in one of our region's best and most long-standing events. In addition to the more than 750,000 homes that tuned in to Seafair programming, the KIRO 7 webpage and mobile apps registered more than 51,000 livestreams for all three events.

Along with Seafair Sunday, KIRO 7 also provided live programming for Seafair's Summer 4th Fireworks Show and the Torchlight Parade and all three telecasts combined for more than 15 hours of event coverage on the air and online. Both the Summer 4th Fireworks Show and the Torchlight Parade rated as the #1 program in Seattle on their respective event days and also draw significant numbers in multiple key demos.

**Totals for each event are as follows:
Event Date HH-reach Livestreams**

Seafair Sunday August 2	375,000 (20.8%)	35,008
Torchlight Parade July 25	171,000 (9.5%)	4,129
Summer 4th July 4	224,000 (12.4%)	12,511

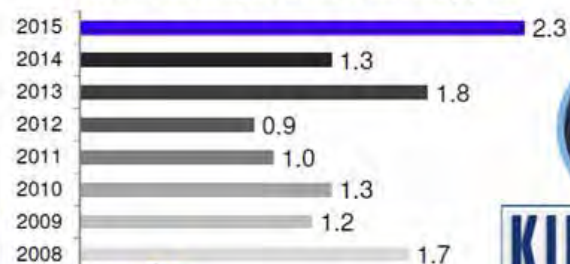
KING 5 News follows



Morgan Palmer @MorganKIRO7 · Jul 27

Thanks for making **KIRO 7's #Torchlight** the most watched in years! (Nielsen overnights RA18-49 Live+SD) **#Seafair**

RA18-49 Torchlight Parade Ranker by year



Source: Nielsen Overnights data



kiro7.com

kiro7.com MOBILE

MARKETING STATS



#1 in Seattle



#2 in Seattle



Total publicity value
\$6,046,371



Seafair was featured in over
1,000 broadcast stories.



+400 PSA
showcased on
KIRO



COLLATERAL
EXAMPLES

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 700,000
unique visitors



Seafair.com visitors viewed
2.71 pages
while on the site.



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



Facebook Fans
over 50,000
Post reached over 2.5 million followers.



eNewsletter
100,000 subscribers
(15,000 increase from 2014)



20.3%
average open rate.



10,000 internet
articles,
features & blogs



Twitter followers
6,000



Seafair YouTube
415,000
upload views



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