



URBANNA OYSTER FESTIVAL SPONSOR PACKAGE

2025





Dear Sponsor,

Building on the success of previous years, 2024 was another standout year for the Urbanna Oyster Festival Foundation. With that momentum, we're excited to plan for an even bigger 2025!

We're grateful for our returning sponsors and thrilled to welcome new partners, working together for long-term success. Your support funds the heart of the Festival—entertainment, security, scholarships, the Marine Science Legacy Program, and more—enhancing the experience for tens of thousands of attendees.

We've listened to your feedback and refined our 2025 sponsorship packages to maximize value.

We have one notable update we want to call out:

We're excited about the addition of **Sponsor Saturdays**, a social media content program for Gold level sponsors and above where we will promote you, special offers or another predetermined message about you or your organization from August 2025–July 2026. Further details are available in the information pages that follow.

A reminder about what partnering with the UOF means. We appreciate your alignment on:

- Hosting a premier cultural, educational, and recreational event
- Appreciating our Maritime heritage and the seafood industry
- Supporting a venue for civic and non-profit organization fund raising
- Providing scholarships and learning experiences for Queen and Spat contestants
- Championing tourism and economic development for our community

We ask that you cross-promote your participation via social media and marketing channels to amplify our shared success. Secure your sponsorship by August 29, 2025, and let's make 2025 the best year yet!

We look forward to working together!

James Hatton & Thomas Justis
2025 Urbanna Oyster Festival Co-Chairmen

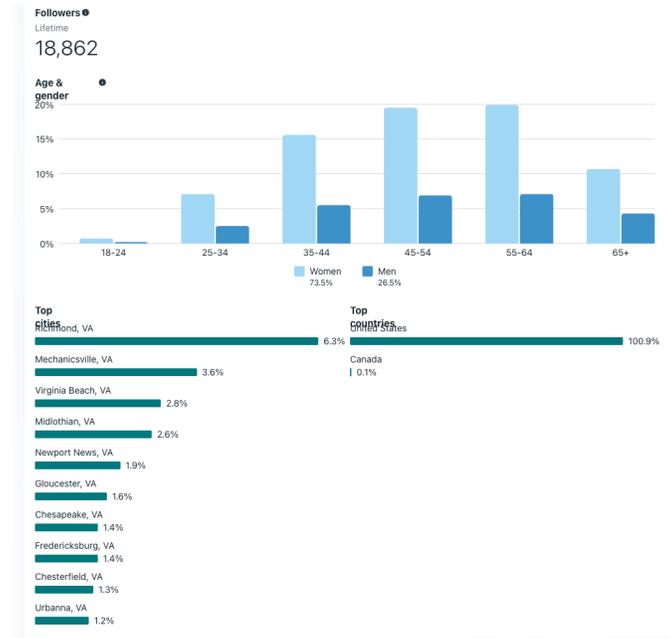
URBANNA OYSTER FESTIVAL
FOUNDATION

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www.urbannaoysterfestival.com

SOCIAL MEDIA STATISTICS

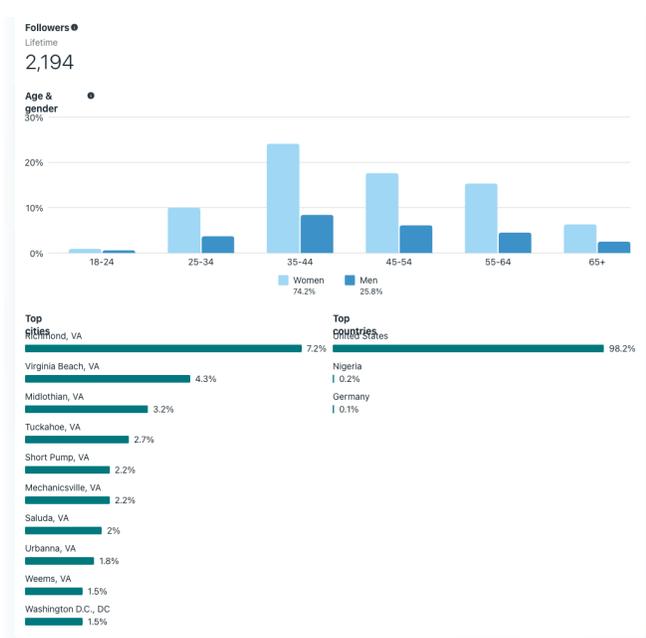
Annual event visitors – projected at 50,000 (based on parking and lodging data)
 Brochure printing – 10,000 handed out annually

FACEBOOK



350k annual views

INSTAGRAM



7k annual views

Urbanna Oyster Festival website – www.urbannaoysterfestival.com

~3,200 monthly visitors with a greater amount in October and November around event weekend

Hampton Roads*
 Washington, D.C.
 Charlottesville

Richmond
 Baltimore
 Roanoke

*Hampton Roads includes Virginia Beach, Norfolk, Newport News, Chesapeake, Williamsburg

SAPPHIRE LEVEL SPONSOR – \$15,000

What you'll receive:

- Exclusive rights to preferred location
- 1 framed 68th anniversary commemorative poster

Event Tickets & Access

- 6 VIP experience tickets total
- 8 parking passes total
- Booth space in (TBD) high traffic location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Entry into the Oyster Festival Parade

Signage & Mentions

- Sponsor Saturdays
 - 7 posts on Facebook from July 1, 2025 through June 30, 2026
- Prominent use of corporate logo in printed brochure
- Custom signage to be placed in high-traffic location – determined by your sponsorship location
- Signage in Oyster Festival Parade
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in live event broadcasts on social media channels
- Brand mention in newsprint and press releases

DIAMOND LEVEL SPONSOR – \$10,000

What you'll receive:

- Exclusive rights to preferred location
- 1 framed 68th anniversary commemorative poster

Event Tickets & Access

- 4 VIP experience tickets total
- 6 parking passes total
- Booth space in (TBD) high traffic location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Entry into the Oyster Festival Parade

Signage & Mentions

- Sponsor Saturdays
 - 6 posts on Facebook from July 1, 2025 through June 30, 2026
- Prominent use of corporate logo in printed brochure
- Custom signage to be placed in high-traffic location – determined by your sponsorship location
- Signage in Oyster Festival Parade
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in live event broadcasts on social media channels
- Brand mention in newsprint and press releases



EMERALD LEVEL SPONSOR – \$5,000

What you'll receive:

- Sponsor Saturdays
 - 4 posts on Facebook from July 1, 2025 through June 30, 2026
- 2 VIP experience total
- 4 parking passes total
- Booth space in (TBD) location
- VIP seating at the Oyster Shucking Contest (hay bale seating) and Oyster Festival Parade
- Entry into the Oyster Festival Parade
- 1 68th anniversary commemorative poster
- Use of corporate logo in printed brochure
- Custom signage to be placed in (TBD) location
- Brand logo and click through on Urbanna Oyster Festival website
- Brand mention in live event broadcasts on social media channels
- Brand mention in newsprint and press releases

GOLD LEVEL SPONSOR – \$3,000

What you'll receive:

- Sponsor Saturdays
 - 2 posts on Facebook from July 1, 2025 through June 30, 2026
- 2 VIP experience tickets total
- 2 parking passes total
- Entry into the Oyster Festival Parade
- 1 68th anniversary commemorative poster
- Brand name listed in printed brochure
- Brand mention in live event broadcasts on social media channels
- Name/logo and click through on Urbanna Oyster Festival website

RUBY SPONSOR – \$1,500

What you'll receive:

- 1 VIP experience ticket
- 1 68th anniversary commemorative poster
- Brand name listed in printed brochure
- Brand mention in live event broadcasts on social media channels
- Name/logo and click through on Urbanna Oyster Festival website

QUEEN SPONSOR – \$1,000

What you'll receive:

- Brand name listed in printed brochure
- Brand mention in live event broadcasts on social media channels
- Name/logo and click through on Urbanna Oyster Festival website



AVAILABLE LOCATIONS, EVENTS AND ITEMS TO SPONSOR

- Locations
 - Children's Activity Area
 - Arts & Crafts – Festival Village
 - Food Court – Festival Village
 - Beer Tasting
 - Wine Tasting
 - Scottish Factor Store
 - VIP and Sponsors Lounge at Lansdowne
 - Community Row
 - Volunteer's Tent
- Events
 - Antique Auto Show
 - Oyster Festival Parade
 - Oyster Festival Reception
- Waterfront
 - Marine Science Legacy Program
- Entertainment
 - Festival Village Stage
 - Scottish Factor Store
- Rescue Squad/Special Needs Services
- Brochure
- Queen Scholarship Competition
- Little Miss Spat
- Security
- Trash and Cleanup
- Porta-potties
- Discretionary fund



**Note, in the event that a Sapphire or Diamond level sponsor has exclusive rights to a location or event, our team will work with you on an alternate option*

All photos provided by Chris Migliaccio

SPONSOR INTEREST FORM

Business and/or Organization Name: _____

Contact Person: _____

Email: _____

Phone number: _____

Sponsorship Level:

- \$15,000 Sapphire
- \$10,000 Diamond
- \$5,000 Emerald
- \$3,000 Gold
- \$1,500 Ruby
- \$1,000 Queen
- Other - _____

Area to sponsor: _____

In the event that an area of interest is already spoken for our team will work with you on an alternate