



2026

**Urbanna Oyster Festival
Sponsor Package**

VA 250

Dear Sponsor,

To our returning partners, welcome back! And to our new ones, we're excited and appreciative of your interest in joining us for our 69th festival on November 6-7.

As we look forward to our next big milestone year in 2027, we pause this year to join the nation in celebrating its 250th birthday. Alongside the country, state and county, the Urbanna Oyster Festival is finding ways to highlight the historical significance of our area for the occasion: the stories of its initiation, the buildings, the artifacts, the people. How lucky are we to be at the epicenter of so much history? To be surrounded by legacies of pivotal battles, have strong roots in local economic development, and have access to the places and things some only read about in history books.

We hope you will join us in the celebration of America, and the Oyster Festival. Details of this year's packages are outlined on the following pages. Within them we hope you will find an option that matches your interest and look forward to executing together in the coming months. To get the most out of the partnership we encourage you to secure it by **August 31, 2026**.

As a sponsor, we look for your alignment on our organizational values:

- 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 look forward to creating a lasting partnership together!

James Hatton & Thomas Justis

2026 Urbanna Oyster Festival Co-Chairmen

URBANNA OYSTER FESTIVAL
FOUNDATION

51 Cross Street, Suite 200

Drawer C

Urbanna, VA 23175

P 804.758.2122 • **E** urbannaoysterfest@gmail.com

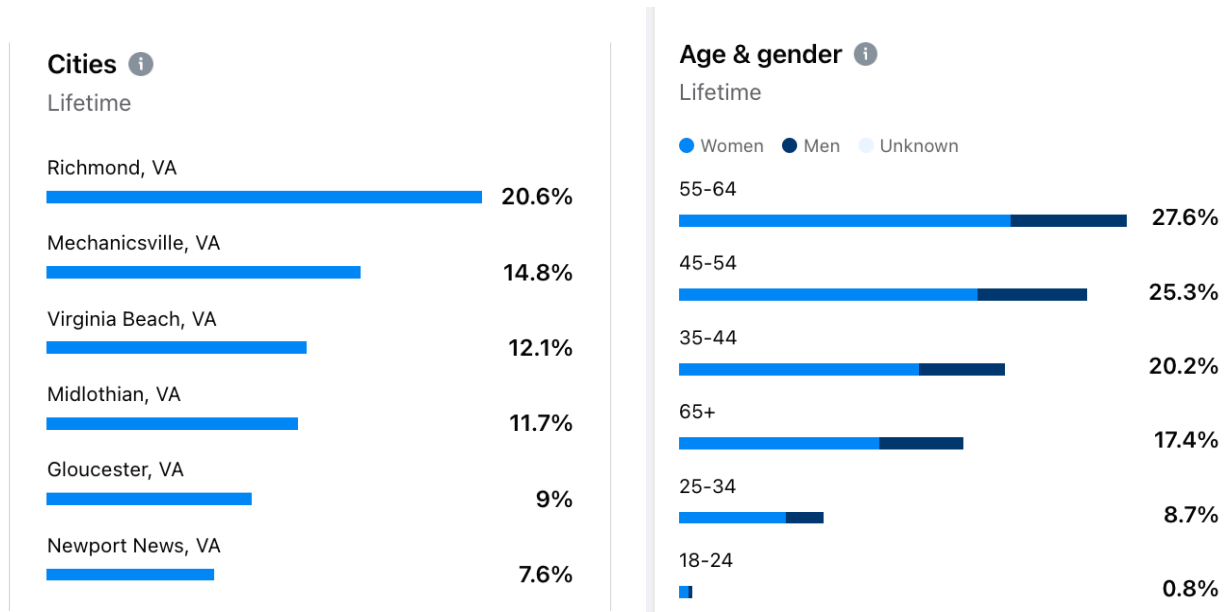
www.urbannaoysterfestival.com

MEDIA STATISTICS

- **Event visitors:** projected at 50,000 annually (based on parking and lodging data)
- **Brochure distribution:** 10,000 printed and handed out prior to and during the event

FACEBOOK*

- 20,210 followers
- 720k annual views



Urbanna Oyster Festival website – www.urbannaoysterfestival.com

- ~3,200 monthly visitors out of season
- October visitors (2025): 16,800
- November visitors (2025): 22,400

Hampton Roads**
 Washington, D.C.
 Charlottesville

Richmond
 Baltimore
 Roanoke

**We are actively considering a presence on additional social platforms and should they be introduced the partnership will be promoted there as deemed appropriate for the channel*

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

SAPPHIRE LEVEL SPONSOR – \$15,000

What you'll receive:

- Exclusive rights to preferred location
- 1 framed 69th 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

- 7 posts on Facebook from July 1, 2026 through June 30, 2027
- 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 69th 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

- 6 posts on Facebook from July 1, 2026 through June 30, 2027
- 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:

- 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 69th 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:

- 2 posts on Facebook from July 1, 2026 through June 30, 2027
- 2 VIP experience tickets total
- 2 parking passes total
- Entry into the Oyster Festival Parade
- 1 69th anniversary commemorative poster
- Brand name listed in printed brochure
- Brand mention in live event broadcasts on social media channels
- Name and click through on Urbanna Oyster Festival website

RUBY SPONSOR – \$1,500

What you'll receive:

- 1 VIP experience ticket
- 1 69th anniversary commemorative poster
- Brand name listed in printed brochure
- Brand mention in live event broadcasts on social media channels
- Name 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 and click through on Urbanna Oyster Festival website

SPONSORSHIP LOCATIONS, EVENTS AND ITEMS

- 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
 - Shucking Contest Field
- 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*

SPONSOR INTEREST FORM

Business and/or Organization Name: _____

Contact Name: _____

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 of interest: _____

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

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