

ROCKPORT-FULTON

# SeaFair

50th  
Anniversary



# SEAFair

# 2025

**OCTOBER 2-5**

**SPONSORSHIP PACKAGE**

for more info contact  
[president@1rockport.org](mailto:president@1rockport.org)

FIND YOURSELF IN



# SeaFair History

Fifty years ago, the idea for SeaFair was the brainchild of a Rockport man, Bill Christian. He believed the area needed a celebration in the fall to fill the lull between the summer visitors and the arrival of winter guests.

Though the event has grown since its creation, it remains very much the same as Christian envisioned it: a parade, arts & crafts, bands, water entertainment and a gumbo cook-off were part of the very first SeaFair. Today they all remain major attractions.

Christian formed a Board of Directors, established a 501(c)(4) non-profit organization. Each Board Member was an integral part of those beginning years. A lot of blood, sweat and tears was experienced in those beginning years. In April of 2000, Pam Farley, President of SeaFair at the time came to a Rockport-Fulton Chamber of Commerce Board of Directors meeting and requested that the Chamber of Commerce take on the event. That year, during SeaFair the community experienced the coldest of cold fronts for that time period and four solid days of rain.

It was shortly after that rain out event that Bill Christian came into the office of the Chamber with a lot of encouraging words and a box full of SeaFair history. The Chamber is committed to continuing the SeaFair legacy and the wonderful ideas of Bill Christian.

## **TODAY:**

Rockport-Fulton SeaFair will be celebrating its 50<sup>th</sup> event this year. The commitment to serve on the SeaFair Planning Committee is taken seriously by the more than 30 volunteers who commit their time a full six to seven months prior to the festival, not to mention non-stop work the week of the event. Areas such as grounds, vendors, entertainment, tickets, sponsorships, gates, marketing, and others take an immense amount of logistical coordination. The volunteers serve because of their loyalty to the event, the Chamber and their community. The volunteers do this to bring you a fun weekend and a boost to our local economy.

SeaFair would not be possible without sponsorship support. While we are able to keep the cost to attend at a reasonable price there are significant upfront costs to organize the festival. So, as SeaFair has grown the need for support from key leaders in the business community is as important as ever.

SeaFair plays an important role in the social and economic well-being of the community. SeaFair is designed to build a greater sense of community among residents, and a nice boost to the local economy in the slower season. We have a fabulous SeaFair planned but we can't do it without YOU!



# Marketing



The festival hosts a healthy mix of both men, women and families. We target our advertising to those 25-65 years old. Our advertising reach will saturate the Coastal Bend Region. Additional advertising through paid digital ads, billboards, and email blasts will reach across San Antonio and Austin.

Our marketing efforts will also include local television, geographically targeted digital ads, email blasts, local bloggers, local radio, print ads and other paid posts through advertising partnerships with local businesses. Press Releases will be sent to all media outlets throughout Texas.

Advertising for the festival has already begun on a smaller scale but will increase as we get closer to the actual event date. Our biggest advertising push will begin August thru October 2025.

## Partner With Us

Partnering your business with the Rockport-Fulton SeaFair will give your business:

- ❖ Brand Visibility
- ❖ Targeted Marketing
- ❖ A Favorable Consumer Perception
- ❖ Efficient Lead Generation
- ❖ Content Strategy
- ❖ Audience Insights
- ❖ More Business to Business Relationships
- ❖ Community Goodwill
- ❖ Return on Investment
  - Social Media Promotion
  - E-Blast (E-Mail) Promotion
  - Website Promotion
  - On-Site Banners

Sponsoring SeaFair is a great way to build brand awareness for your businesses with prospective customers and employees. Demonstrate your company's commitment to the community by supporting one of Aransas County's best-loved events.

SeaFair would not be possible without sponsorship support and we need you!



# Sponsorship Opportunities

All Sponsorships are on a first come – first served basis. Previous year sponsors have first right of refusal.

Presenting Sponsor	(1 Available)	\$15,000 <b>SOLD</b>	
Big Tent Sponsor	(1 Available)	\$10,000	
Big Stage Entertainment Sponsor	(3 Available)	\$ 7,500	
Gumbo Tent Sponsor	(2 Available)	\$ 5,000	
Children's Tent Sponsor	(2 Available)	\$ 3,000	
Wristband Sponsor	(1 Available)	\$ 2,500	
SeaFair Parade Sponsor	(2 Available)	\$ 2,000	
Waterfront Entertainment Sponsor	(3 Available)	\$ 2,000	
Opening Ceremonies Sponsor	(1 Available)	\$ 1,000	
VIP Area Sponsor	(3 Available)	\$ 1,000	
VIP Ticket Sponsor	(2 Available)	\$ 1,000	
Comfort Station Sponsor	(1 Available)	\$ 1,000	
Golf Cart Sponsor	(10 Available)	\$ 500	
First Aid/Volunteer Check-In	(2 Available)	\$ 500	
Car Show Sponsor	(2 Available)	\$ 1,500	



# Sponsorships Include:

## **\$500 Sponsorship get you the following:**

- ✦ Name on website
- ✦ Name on Banner placed on the fence
- ✦ Name on event signs on the festival grounds
- ✦ One complimentary ticket to the festival (Friday, Saturday or Sunday)
- ✦ One event t-shirt

## **\$1,000 Sponsorship gets you the following:**

- ✦ Small Logo on website
- ✦ Small Logo on Banner placed on the fence
- ✦ Small Logo on event signs on the festival grounds
- ✦ Two complimentary tickets to the festival (Friday, Saturday or Sunday)
- ✦ Two event t-shirts

## **\$2,000 Sponsorship gets you the following:**

- ✦ Medium Logo on website
- ✦ Medium Logo on Banner placed on the fence
- ✦ Medium Logo on event signs on the festival grounds
- ✦ Two complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Four event t-shirts

## **\$2,500 Sponsorship gets you the items of the \$2000 sponsorship plus the following upgrades:**

- ✦ Two additional t-shirts
- ✦ Eight complimentary 3-day passes to festival for Sponsor's employees & clients

## **\$3,000 Sponsorship gets you the following:**

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Four complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Six event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Ten complimentary 3-day passes to festival for Sponsor's employees & clients





### **\$5,000 Sponsorship gets you the following:**

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Six complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Six additional event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Fifteen complimentary 3-day passes to festival for Sponsor's employees & clients
- ✦ Dedicated Logo signage at gumbo area
- ✦ Name recognition during celebrity cooking show

### **\$7,500 Sponsorship gets you the following:**

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Six complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Six additional event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Fifteen complimentary 3-day passes to festival for Sponsor's employees & clients
- ✦ Dedicated Logo signage at stage area

### **\$15,000 Sponsorship gets you the following:**

- ✦ Large Logo on website
- ✦ Large Logo on Banner placed on the fence
- ✦ Large Logo on event signs on the festival grounds
- ✦ Eight complimentary VIP Tickets to the Main Act (Either Friday OR Saturday)
- ✦ Eight additional event t-shirts
- ✦ Vocal mentions & recognition over PA & Announcements during the festival
- ✦ Large Logo on dedicated signage
- ✦ Twenty-five complimentary 3-day passes to festival for Sponsor's employees & clients
- ✦ Dedicated Logo signage at stage area
- ✦ As presenting sponsor your logo/name will appear on billboard
- ✦ Listed with logo on any printed material

"A sponsorship is as good as you make it. Let's talk about ways you can make the most of your sponsorship at the festival."

– Shelly Stuart, President/CEO

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# 2025 Rockport-Fulton SeaFair Sponsorship Agreement

Our Company/Business would like to sponsor the SeaFair by sponsoring the:

(Item)\_\_\_\_\_ In the Amount of: \$\_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_  
(Please Print)

Telephone: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

## PAYMENT METHOD:

\_\_\_\_\_ Company Check is enclosed. (Make check payable to: Rockport-Fulton Chamber of Commerce)

_____ Visa or	MasterCard _____	Card Number: _____
Exp. Date: _____	CVC: _____	Zip Code: _____

SEND PAYMENT TO: Rockport-Fulton SeaFair  
Rockport-Fulton Chamber of Commerce  
319 Broadway  
Rockport, TX 78382

For your records: Rockport-Fulton Chamber of Commerce, Inc. is a 501(c)(6) organization: Tax ID #74-1066091