

2019

# FREMONT FAIR

**Sponsorship Information &  
Festival Demographics**

**JUNE 22 & 23, 2019 · SEATTLE, WA**



# BENEFITS OF EVENT SPONSORSHIP

## WHAT MAKES EVENT SPONSORSHIP UNIQUE?

**REACH** an active and social audience

**SHOWCASE** products to increase purchasing

**INCREASE** and solidify your "cool" factor

**BOLSTER** your brand by partnering with an exemplary property

**SUPPORT** your consumer's community

**DIRECTLY** connect with an engaged audience

**ACTIVATE** marketing initiatives

**HOST** private parties, vip functions, or company activities



## SPONSORSHIP OPPORTUNITIES

**NAMING RIGHTS** to the property and venue

**ADVERTISING INCLUSION** for your logo on print ads and radio mentions

**ON-SITE PRESENCE** for promotional displays, sales, and sampling

**MARKETING COLLATERAL** printed with your logo on coaster & program

**SOCIAL MEDIA RECOGNITION** for your brand to engage the audience

**WEBSITE PRESENCE** with links connection back to your brand & website

**PRIVATE CORPORATE PARTIES** could be held in a reserved area for you

# ABOUT THE FREMONT FAIR

## ABOUT THE FESTIVAL

The 48th Annual Fremont Fair is an iconic summer celebration on June 22 & 23, 2019, that draws over 100,000 guests to a six city block street festival showcasing Seattle's eclectic roots with arts and crafts shopping, live music, food, and drink and artistic expression for young and old alike.



## MUSIC & BEER GARDENS

The Fair honors the start of summer with a full lineup of live music across multiple stages. Fairgoers can listen to music and toast the solstice with friends in any of the festival's large beer gardens.



## SHOPPING

On Saturday and Sunday, the streets of the Fremont Fair come alive as 300 vendors showcase their boutique pop up shops and share their unique creations with fairgoers.



## ART & ACTIVITIES

Strolling through the streets of the Fair, guests will find hundreds of artistic whimsies from chalk art, body paint, and handmade jewelry, to hand painted art cars. Must-see weekend activities include: The Solstice Parade, the seventh annual Dog Parade, the Seattle Art Car Blowout, buskers and more.

# FAIR SNAPSHOTS



FOR MORE INFORMATION CONTACT JILLIAN BRIGGS, [JILLIAN@BOLDHATPRODUCTIONS](mailto:JILLIAN@BOLDHATPRODUCTIONS).



# MUSIC AT THE FREMONT FAIR

## MUSIC HAS BEEN AT THE HEART

of the Fremont Fair celebration since its creation in 1974. Before they were stars, several prominent artists and bands played on Fremont Fair stages early in their careers. The evolution of the Fremont Fair has seen music take on a bigger role, spanning two city blocks and multiple stages. Recent headliners have included The Presidents of the United States of America, Deltron 3030, The Blue Scholars, Built to Spill, Hey Marseilles, and The Helio Sequence.



## LET'S KEEP FREMONT FREE!

Today, music festivals and touring acts in our region are operated by national corporations and organizers charging excessively high ticket prices to attend. We see an opportunity to embrace the free spirit that Fremont Fair has always embodied, by making the music at the Fair the largest, free music event attracting the best local and touring music acts.



FOR MORE INFORMATION CONTACT JILLIAN BRIGGS, [JILLIAN@BOLDHATPRODUCTIONS](mailto:JILLIAN@BOLDHATPRODUCTIONS).

# MARKETING STATISTICS AND DEMOGRAPHICS



**100,000+**  
OPT-IN SUBSCRIBERS

**43%**  
MALE

**57%**  
FEMALE

**74%**  
LOCAL



**21 & UNDER**  
17%

**21-35**  
42%

**35-50**  
23%

**51+**  
18%



**180,420**  
VISITORS

**430,840**  
PAGE VIEWS



**7,000**  
OPT-IN SUBSCRIBERS

**17%**  
AVG OPEN RATE

**4%**  
AVG CTR

**10**  
EBLASTS SENT



**8,800+**  
FACEBOOK FANS

**142,344**  
FACEBOOK REACH

**1,900+**  
TWITTER FOLLOWERS

**2,600+**  
INSTAGRAM



**1,000**  
POSTERS PRINTED

**8,000**  
PROGRAMS PRINTED

**100,000**  
COASTERS PRINTED



**the Stranger**

**The Seattle Times**

# SUGGESTED VENUE SPONSORSHIPS

## PRESENTING SPONSOR

Average Cost: \$75,000

The Fremont Fair attracts a broad demographic of guests to the Fremont Neighborhood with over 300 artists, festival food booths, 2 music stages, and multiple beer gardens and all for a significant cause, the local Fremont neighborhood.

## MAIN STAGE SPONSOR

Average Cost: \$35,000

The Main Stage is fully programed with lively entertainment and great music creating thousands of impressions during the festival. The stage line-ups are published in all of the major media music print and online outlets.

## CENTER STAGE SPONSOR

Average Cost: \$20,000

The Main Stage and Center Stage are fully programmed with lively entertainment and great music creating thousands of impressions during the festival. The Stage lineups are published in all of the major music media print and online outlets.

## SAMPLING SPONSOR

Average Cost: \$10,000

The Fremont Fair venue has the capacity for large scale sampling set ups. There is ample space to spread out and draw guests to your experience.



## BLOCK SPONSOR

Average Cost: \$10,000

Brand a Fremont Fair block which 20,000 people pass through during the weekend. Complete the brand experience with pre-event promotional exposure and on-site activation.

## KIDS AREA SPONSOR

Average Cost: \$6,000

Located seamlessly within the event, the Kids' Area is full of its own entertainment with the Zucchini 500 races, craft activities, and face painting.

## VOLUNTEER SPONSOR

Average Cost: \$6,000

The Fremont Fair relies heavily on devoted volunteers to execute the event. Align your brand with their commitment and receive pre-event promotion and your brand on the volunteer t-shirts.

## EXHIBIT SPONSOR

Average Cost: \$1,995

Activate your brand with an on-site exhibit space and pre-event promotional exposure.



## CONTACT US

For more information and tailored packages, contact:

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