



CAPE COD  
CANAL REGION  
CHAMBER of COMMERCE  
*Opportunity Recreation Community*



**Cape Cod Canal Region Chamber of Commerce**  
**High Exposure Marketing Opportunity**  
**The 48<sup>th</sup> Cape Cod Scallop Fest - “New Opportunities”**  
**September 22, 23, 24, 2017**  
**Cape Cod Fairgrounds, East Falmouth**

- 48<sup>th</sup> Consecutive Year ~ A Community Tradition
- Voted an American Bus Association “Top 100 Event in North America” 6 years in a row
- Famous Fried Scallop and Chicken Dinners
- Specialty Foods/Beer & Wine
- Midway of rides and games
- Juried Arts & Craft Show with Distinctive Handmade Items
- Nationally Recognized Live Entertainment
- Great Value for the Entire Family

**Event Sponsor - \$10,000**

- Business Name mentioned in Cape Cod Broadcasting (WQRC – Hot Adult Contemporary), 2-Week Flight, 21 Spots in one week
- Business Name mentioned in i-Heart Media (WCIB – Classic Hits), 2-Week Flight, 21 Spots in one week
- Advertisement & Link on Homepage of Cape Cod Canal Region Chamber website, [www.capecodcanalchamber.org](http://www.capecodcanalchamber.org)
- Logo & Link on Homepage of Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo & Link on Scallop Fest Face Book Page
- **Prime Booth Space** near Fest entrance
- Two Company Banners hung near entrance and by stage inside fairground area
- Full Page Ad in 25,000 Scallop Fest Programs
- Logo and Listing in “Wicked Local” Newspaper Advertisements
- Logo in Top position on Volunteer T-shirts
- Sixteen (18) “Be our Guest” dinner tickets
- Recognized in all Press Releases issued May – September
- Recognized in **ALL** E-Mail Broadcasts, each 1,400+ recipients
- Recognized in three (3) Full Page Newsletters published in 3 area newspapers, 16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

**Premier Sponsor - \$7,500**

- Logo & Link on Homepage of Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo & Link on Scallop Fest Face Book Page
- Logo in 25,000 Scallop Fest Programs
- Logo in 2<sup>nd</sup> position on Volunteer T-shirts
- Recognized in two (2) Media Advertisements
- Recognized in Press Releases during August & September
- Ten (10) “Be our Guest” dinner tickets

- Company Banner hung at key location at fairgrounds site
- Recognized in seven (7) E-Mail Broadcasts, each 1,400+ recipients
- Recognized in one (1) Full Page Newsletter published in five (5) area newspapers, 16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

#### **Major Sponsor - \$5,000**

- Logo & Link on Homepage of Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo & Link on Scallop Fest Face Book Page
- Logo in 25,000 Scallop Fest programs
- Logo in third place on Volunteer T-shirts
- Six (6) “Be or Guest” dinner tickets
- Company Banner hung at key location at fairgrounds site
- Recognized in five (five) E-Mail Broadcasts, each 1400+ recipients
- Recognized in Press Release in September
- Recognized in Newsletters published in 3 area newspapers, 16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

#### **Business - \$2,500**

- Logo & Link on Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Two (2) “Be our Guest” dinner tickets
- Logo in 25,000 Scallop Fest Programs
- Logo on Volunteer T-shirts
- Company Banner hung on fairgrounds site
- Recognized in two (2) E-Mail Broadcasts, each 1,400+ recipients
- Recognized in one (1) Full Page Newsletter, published in 3 area newspapers,16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

#### **Supporter - \$1,500**

- Logo & Link on Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo in 25,000 Scallop Fest programs
- Company Banner hung at fairgrounds site
- Recognized in one (1) Full Page Newsletter published in 3 area newspapers, 16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

#### **Contributor - \$750**

- Logo & Link on Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Business Listing in 25,000 Scallop Fest programs
- Company Banner hung on fairgrounds site
- Recognized in Newsletter published in 3 area newspapers,16,000 households
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

**Friends of the Fest - \$250**

- Logo & Link on Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Business listed on 25,000 Scallop Fest programs
- Recognized in Post Thank You Advertisement

**Media Sponsors ~ Radio (In-Kind Sponsorship) – 2 weeks of promotion before Fest including ticket giveaways, opportunity for live remote at site**

- Logo and link on Scallop Fest website [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo in 25,000 Scallop Festival Programs
- Logo on Volunteer T-shirts
- Logo in one printed Media Advertisement
- Recognized as Radio Sponsor in Media Advertisements & Press Releases
- Company Banner hung at fairgrounds site
- Recognized in Full Page Newsletter published in 3 area Newspapers 16,000 households
- Recognized in two (2) E-Broadcasts, each 1400+ recipients
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

**Media Sponsors ~ Newspaper (In-kind Sponsorship) – Full Page Advertisement**

- Logo & link on Scallop Fest website, [www.capecodscallopfest.com](http://www.capecodscallopfest.com)
- Logo in 25,000 Scallop Fest Programs
- Logo on Volunteer T-shirts
- Logo in one printed Media Advertisement
- Recognized as Newspaper Sponsor in Media Advertisements & Press Releases
- Company Banner hung at fairgrounds site
- Recognized in Newsletter published in 3 area newspapers, 16,000 households
- Recognized in two (2) Email Broadcasts, each 1400+ recipients
- Recognized at Opening Ceremonies, September 22
- Recognized in Post Thank You Advertisement

**Custom made packages are available to meet company needs.  
The Cape Cod Canal Region Chamber is a non-profit corporation  
qualifying your Sponsorship as tax deductible**

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