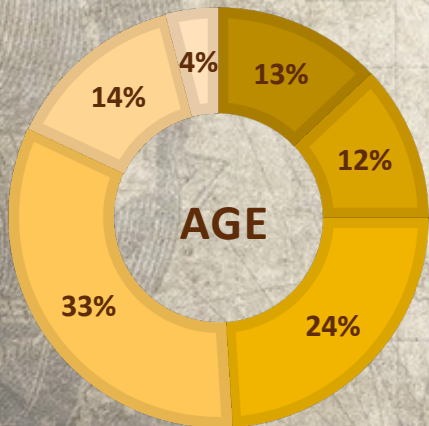




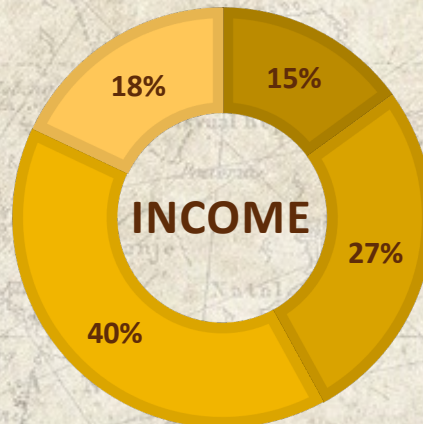
**SPONSORSHIP
OPPORTUNITIES**

DEMOGRAPHICS

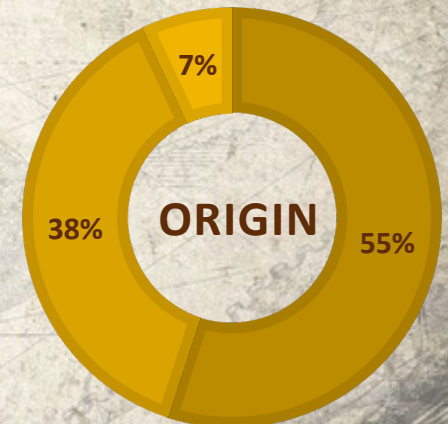
- The Cape Cod Pirate Festival, with the launch of its fourth year, is quickly becoming the destination, appointment themed event on Cape Cod and the unofficial kickoff to Spring for the New England Region. Get your brand in front of thousands of attendees ranging from Gen Z to Boomers, from parents with families to the next generation of social, tech savvy buyers.
- Our audience is far reaching, educated, and well salaried. Many will travel several hours to attend the festival. This event has the ability to support the local community with business and jobs. On average, day-trip guests who attend themed events like the Cape Cod Pirate Festival spend \$400 per travel party per day. Overnight guests spend about \$600 per travel party per trip. Since the end of general quarantines in 2022 outdoor events have seen a huge surge in attendance.



■ Under 18 ■ 18 - 24 ■ 25 - 35
■ 36 - 51 ■ 52 - 70 ■ 70+



■ \$25K to \$49K ■ \$50K to \$74K
■ \$75K to \$99K ■ \$100K+



■ Local Resident ■ In State ■ National

STATISTICS

- The Cape Cod Pirate Festival has seen 150% audience growth Year-Over-Year since we began in 2021.
- The festival boasts a staggering 121% audience retention rate, meaning that an overwhelming number of attendees from previous years return to enjoy the festival again.
- The Cape Cod Pirate Festival accounted for over 240 rented hotel room nights or AirBnB/VRBO. The festival itself purchased 24 room nights locally and 18 nights at regional campgrounds for our entertainers.

STATISTICS

Day trippers to the festival accounted for:

- 2,457 meals at local restaurants
- 1,026 ice cream cones
- At least 200 individual purchases of gas and snacks at local convenience stores
- 822 attendees visiting other area attractions during their visit including museums, and mini-golf.

THE EVENT

JUNE 1, 2, 8 & 9, 2024

10:30 A.M. TO 5:30 P.M.

The Fourth Annual Cape Cod Pirate Festival comes ashore this June at the Yarmouth Fairgrounds!

The Pirates return to kick off the Summer Season in Yarmouth at the Fourth Annual Cape Cod Pirate Festival! The event offers two swashbuckling weekends, entertainment, and all-around piratical fun!

This event features multiple stages of pirate themed entertainment, music, shanties, interactive pirate actors, games, rides, black powder demonstrations, and pirate themed vendors.

The Cape Cod Pirate Festival celebrates the maritime history of the cape and the sometimes-shadowy tales that go along with it!



THE VENUE

JOSHUA SEARS MEMORIAL FIELD

28 WOOD RD. SOUTH YARMOUTH, MA

Found along Route 28 in Yarmouth is the Pirate Mile...a mile of history, fantasy, family fun and “Yaaaarrrr!” PIRATES!

Nestled in the heart of Yarmouth’s Pirate Mile is the Joshua Sears memorial Field, a spacious events field perfect for this event. The field is close by other pirate-themed attractions including the Whydah Pirate Museum, Pirates Cove Adventure Golf, and Skull Island Adventure Golf. Together with shopping, dining, and nearby beaches, this amounts to loads of piratical fun for friends and family during a Cape Cod Summer vacation!



ENTERTAINMENT

PAST & PRESENT

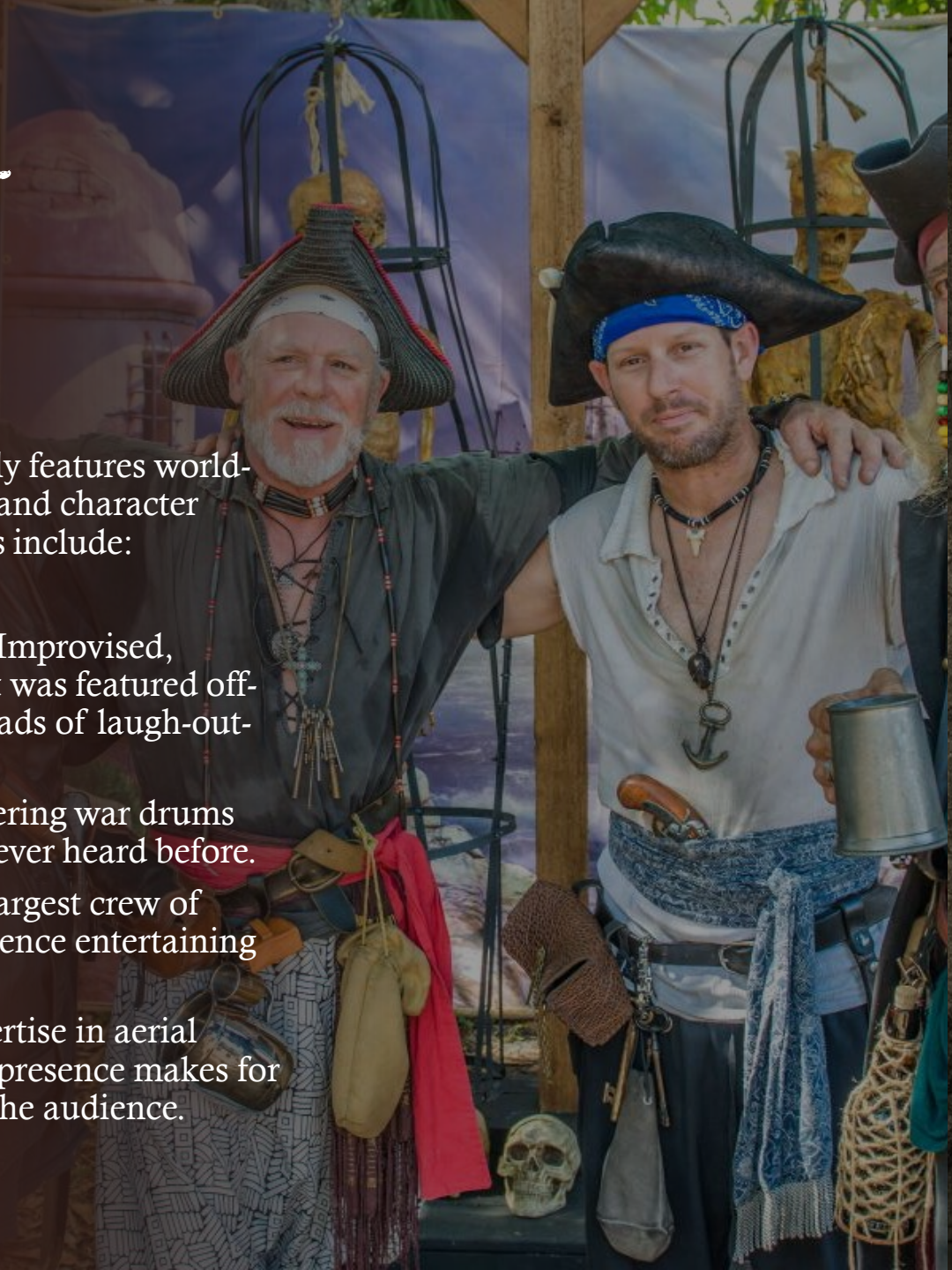
The Cape Cod Pirate Festival consistently features world-class musicians, acrobats, stage fighters, and character performers. Past and current entertainers include:

The Greatest Pirate Story Never Told. Improvised, interactive, musical pirate adventure that was featured off-broadway. The original cast bring boatloads of laugh-out-loud moments.

Cu Dubh. The sounds of ancient thundering war drums and swirling dual bagpipes like you've never heard before.

The Rogues' Armada. New England's largest crew of pirate performers with decades of experience entertaining audiences.

Baechtold & Abel Aerial Artistry. Expertise in aerial acrobatics combined with alluring stage presence makes for dazzling shows guaranteed to captivate the audience.



ARTISAN & CRAFTERS MARKETSPACE

Local and regional artists and crafters share their creations in our outdoor vendor spaces.

From creative costumes to unique nautical treasures, pirate themed and inspired wares are available throughout this event.

Original artwork and sculptures, books and crafts, and of course, piratical jewelry are available as a part of the Cape Cod Pirate Festival.



EXHIBITIONS. CONTESTS & DEMONSTRATIONS

Attendees and participants of the Cape Cod Pirate Festival relish the opportunity to share the whimsy, merriment, and mayhem this uniquely creative anachronistic event has to offer!

Jeremiah's Gunners – What happens when you take the Yarmouth Minuteman Militia, a historical reenactment group, and give them eye patches and swords? You get our very own pirate crew, complete with cannons!

New World Games – Combining modern amusements with human powered, period inspired technology, this crew brings a human powered carousel, along with other rides and amusements such as the Hurlinator, Axe & Knife Throwing and Veggie Vengeance!

Old Tom's Tavern – This unique pub experience offers games, entertainment and libation of all types.



OPPORTUNITIES

PREMIER SPONSOR

\$5000

- 
- A group of seven people dressed in pirate-themed costumes are posing for a photo. The backdrop behind them shows a coastal scene with several small houses and trees. The group includes a man in a white shirt and brown vest, a woman in a white top and blue skirt, a woman in a white top and black vest, a woman in a white top and red skirt, a man in a red shirt and white vest, a man in a black shirt and black vest, and a man in a black shirt and black vest. The man in the black shirt and black vest is holding a guitar. The man in the red shirt and white vest is holding a sword. The man in the black shirt and black vest is holding a sword. The man in the black shirt and black vest is holding a sword.
- ☠ Exclusive Cape Cod Pirate Festival “Presented by” Sponsor
 - ☠ Logo/Name placement at the top of 2023 promotional media
 - ☠ Logo on all 2023 Admission
 - ☠ Prime Logo placement on all 2023 Merchandise
 - ☠ Festival Exhibitor Space
 - ☠ Prime Logo placement on High-Traffic Banners
 - ☠ Prime Placement in all Posters, Flyers, and Festival Program
 - ☠ Prime Hotlinked Placement on Home Page and Sponsor Page
 - ☠ Exclusive Social Media and Eblast Shoutouts
 - ☠ VIP Access Passes
 - ☠ Passes to special tastings and after-hours events

OPPORTUNITIES

OLD TOM'S TAVERN

\$3000

- ☠️ Exclusive Old Tom's Tavern "Hosted by" Sponsor
- ☠️ Logo/Name placement at the top of 2023 tavern media
- ☠️ Logo on all 2023 All 21+ wristbands
- ☠️ Prime Logo placement on all 2023 Merchandise
- ☠️ Festival Exhibitor Space
- ☠️ Prime Logo placement on High-Traffic Banners
- ☠️ Prime Placement in all Posters, Flyers, and Festival Program
- ☠️ Prime Hotlinked Placement on Home Page and Sponsor Page
- ☠️ Exclusive Social Media and Eblast Shoutouts
- ☠️ VIP Access Passes
- ☠️ Passes to special tastings and after-hours events



OPPORTUNITIES

GAMING GLEN SPONSOR

\$2000

- ☠ Exclusive Gaming Glen “Provided by” Sponsor
- ☠ Logo/Name placement at the top of 2023 games media
- ☠ Logo on all 2023 Games Wristbands
- ☠ Prime Logo placement on all 2023 Merchandise
- ☠ Festival Exhibitor Space
- ☠ Prime Logo placement on High-Traffic Banners
- ☠ Prime Placement in all Posters, Flyers, and Festival Program
- ☠ Prime Hotlinked Placement on Home Page and Sponsor Page
- ☠ Exclusive Social Media and Eblast Shoutouts
- ☠ VIP Access Passes
- ☠ Passes to special tastings and after-hours events



OPPORTUNITIES

STAGE, HOSPITALITY & AREA SPONSOR

\$1500

- ☠ Exclusive Area “Provided by” Sponsor
- ☠ Logo/Name placement at the top of 2023 Area media
- ☠ Logo placement on all 2023 Merchandise
- ☠ Festival Exhibitor Space
- ☠ Logo placement on High-Traffic Banners
- ☠ Placement in all Posters, Flyers, and Festival Program
- ☠ Prime Hotlinked Placement on Sponsor Page
- ☠ Exclusive Social Media and Eblast Shoutouts
- ☠ VIP Access Passes
- ☠ Passes to special tastings and after-hours events

AVAILABLE AREAS TO SPONSOR INCLUDE stages such as Port o’ Call, Shipwreck, and Treasure. Pirate Encampments (including black powder demos), Community Courtyard, Hospitality/Suite, and facilities (restrooms).

OPPORTUNITY DETAILS

	PREMIER	OLD TOM'S TAVERN	GAMING GLEN	AREA	BUCCANEERS	ROGUES	SCOUNDRELS
BENEFIT	\$5000	3000	2000	1500	1000	500	250
Festival Presenting Sponsor Prime Placement on all media	Festival "Presented by"						
Old Tom's Tavern Sponsor Prime placement on all taven media		Tavern "hosted by"					
Gaming Glen Prime placement on gaming media			Gaming Glen "provided by"				
Area Sponsor Prime placement on area-specific media				Area "sponsored by"			
Festival tickets, badges, and passes	Admissions wristbands and 21+ wristbands	21+ Wristbands	All Access gamin wristbands				
2023 Official Festival Merchandise	Prime Logo Placement	Secondary Logo Placement	Secondary Logo Placement	Logo/Name	Name		
Exhibitor Space	20x10	20x10	20x10	10x10			
High Traffic Festival Banners	Prime Logo Placement	Secondary Logo Placement	Secondary Logo Placement	Logo/Name	Name		
Print Media	Prime Placement in: Posters Flyers Festival Program	Placement in: Posters Flyers Festival Program	Placement in: Posters Flyers Festival Program	Posters Flyers Festival Programs	Festival Program Placement	Name listed in Program	Name listed in Program
Website	Hotlinked on Top of Home Page Top of Sponsor Page	Hotlinked on Biergarten Page Home Page Footer & Sponsor Page	Hotlinked on VIP Page Home Page Footer and Sponsor Page	Hotlinked Placement on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Name listed on Sponsor Page
Social Media	2 Exclusive Shoutouts Inclusion in all group shout outs	2 Exclusive Shoutouts Inclusion in all group shout outs	2 Exclusive Shoutouts Inclusion in all group shout outs	1 Exclusive Shoutouts Inclusion in all group shout outs	Group Shoutouts	Group Shoutouts	
E-Blasts	1 Exclusive Eblast Announcement Header Logo	1 Exclusive Eblast Logo on all Biergarten Blurbs Footer Logo	1 Exclusive Eblast Logo on all VIP Access blurbs Footer Logo	Area Sponsors Eblast Footer Logo	Footer Logo		
Admission Tickets	15	10	10	4	4	2	2

CONTACT US



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