



SPONSORSHIP  
OPPORTUNITIES





# THE EVENT

June 4, 5, 11 & 12, 2022

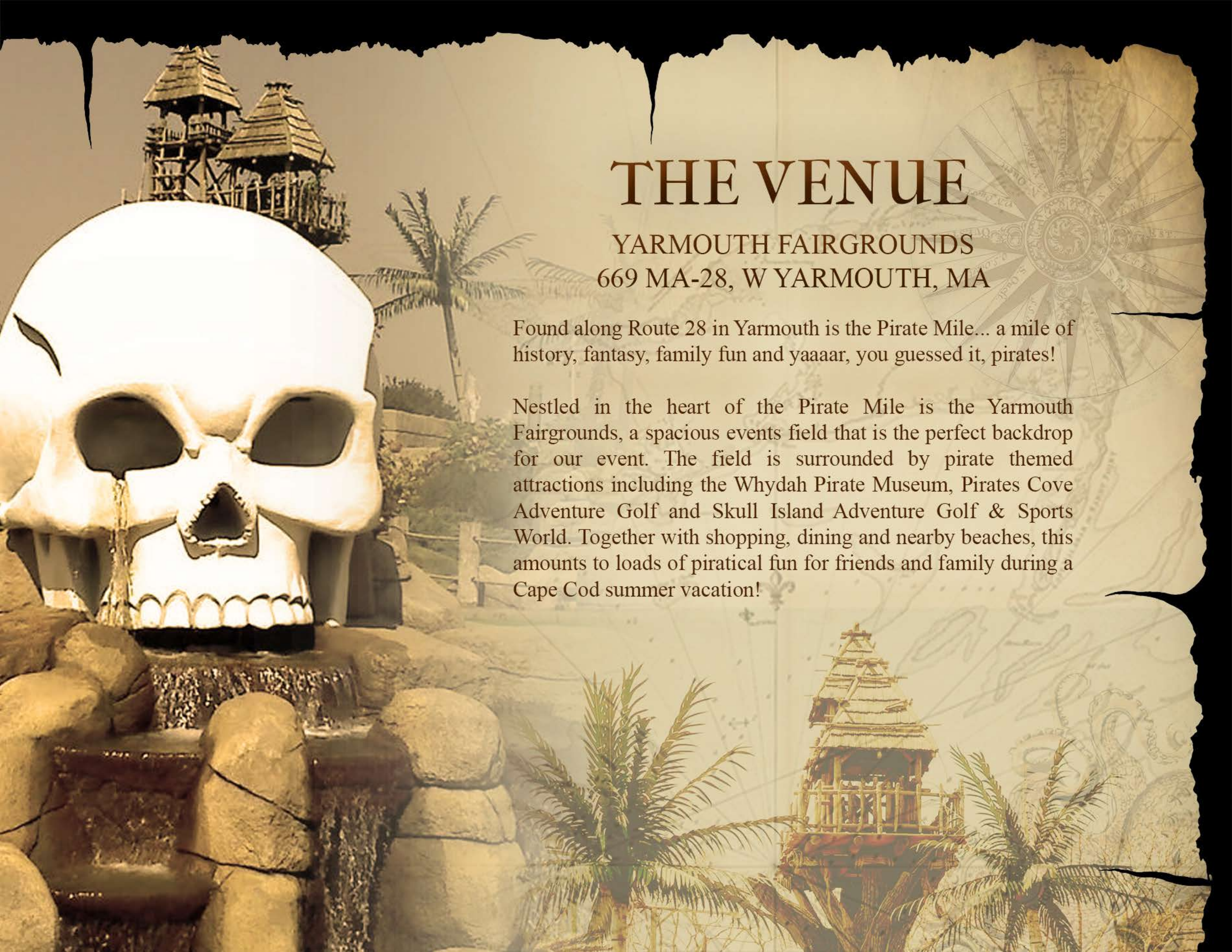
10:30am - 6:30pm

Gather y'arselves together for this 2nd annual pirating event! Three stages of entertainment offer swashbuckling adventure! Thar be rollicking music, stormy shanties and buccaneers galore!

Raise a pint, me hearties in Old Tom's Tavern with yer best mates and winsome wenches! Where better for bonnie lads and lasses to mix and mingle? Try your hand at axe throwing and knife throwing! Man yer post as our crew fires up the guns and cannons in live black powder demonstrations! Cast a gander at the wares of local and far a' sea vendors as they show off fine crafted wares to satisfy the tastes of the most discriminating corsair.

Come ye on Dress Like A Pirate Day and enter the Pirate Costume Contest (if ye dare) or join us on Talk Like A Pirate Day with a contest and on the spot surprises handed out for best use of a pirate voice during the day! Bring your ticket from any New York or New England themed festival and get half-price admission to the Pirate Fest on Ambassador's Day! All 4-day pass holders get to join us for extra pirate hours! The festival opens a half hour early and stays open an extra hour for our season pass holders to join us at our closing party!





# THE VENUE

YARMOUTH FAIRGROUNDS  
669 MA-28, W YARMOUTH, MA

Found along Route 28 in Yarmouth is the Pirate Mile... a mile of history, fantasy, family fun and yaaaar, you guessed it, pirates!

Nestled in the heart of the Pirate Mile is the Yarmouth Fairgrounds, a spacious events field that is the perfect backdrop for our event. The field is surrounded by pirate themed attractions including the Whydah Pirate Museum, Pirates Cove Adventure Golf and Skull Island Adventure Golf & Sports World. 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 features world class musicians, acrobats, stage fighters and theater groups including:

**The Greatest Pirate Story Never Told (Off Broadway)**  
Improvised, interactive, musical pirate adventure filled with boatloads of laugh-out-loud moments.

**Cu Dubh** The sounds of ancient thundering war drums and skirling dual bagpipe like you've never heard before.

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

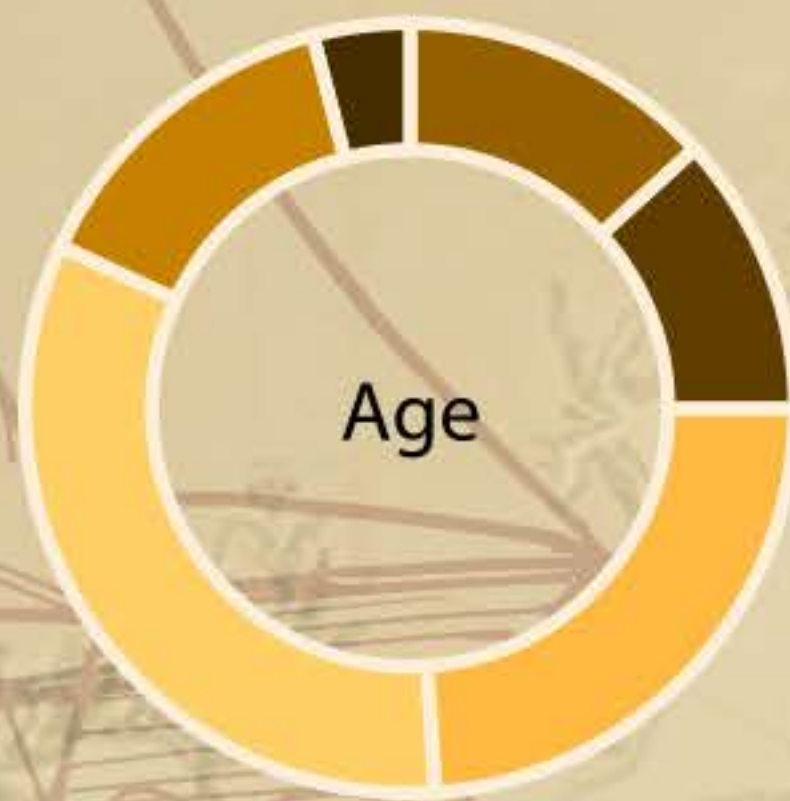
**Baechtold & Abel Aerial Artistry** Expertise in aerial acrobatics combined with alluring stage presence makes for dazzling shows guaranteed to captivate the audience.





# DEMOGRAPHICS

The Cape Cod Pirate Festival is the preeminent up-and-coming festival event on Cape Cod. The festival will be promoted heavily throughout Cape Cod, Massachusetts and 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 and some will travel nationally. With the popular tourist destination of Cape Cod as its backdrop, the festival has an additional motivator to expand quickly. The event will also support the local communities in Cape Cod with business and jobs. On average, day trip guests to Cape Cod spend \$200 per travel party per day, and overnight guests spend about \$800 per travel party per trip. During the time of Covid-19, similar outdoor events are seeing a surge in attendance.



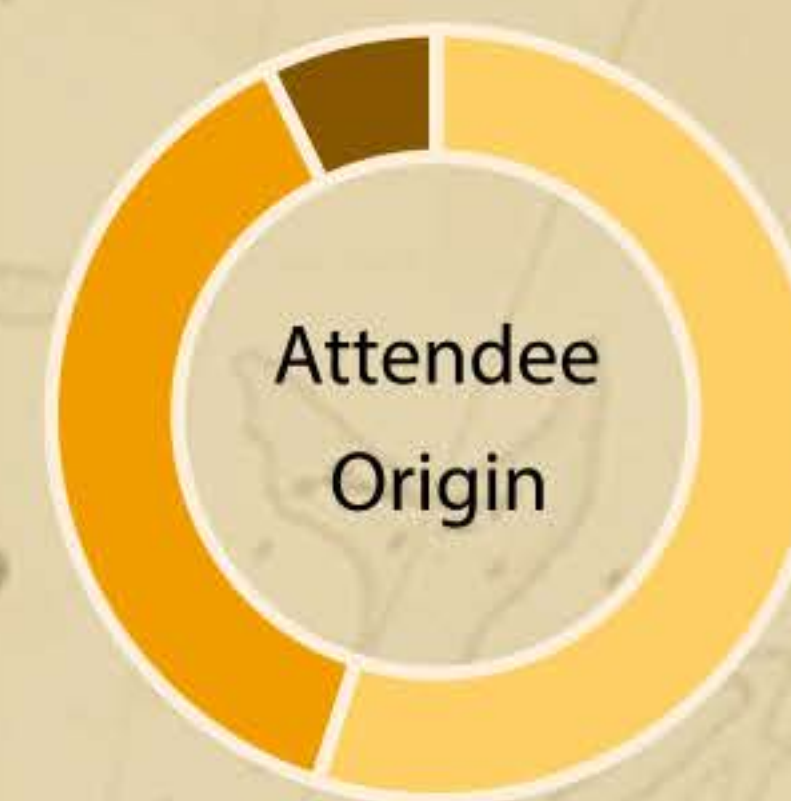
Age

- 13.0% Under 18
- 12.0% 18-24
- 24.0% 25-35
- 33.0% 36-51
- 14.0% 52-70
- 4.0% 70+



Income Range

- 15.0% \$25K to \$49,999
- 27.0% \$50K to \$74,999
- 40.0% \$75K to \$99,999
- 18.0% \$100K to \$149,999



Attendee Origin

- 55.0% Local Resident
- 38.0% In State
- 7.0% National

Cape Cod spending information is from the Cape Cod Chamber.  
Demographic information is from a 2019 comparable event.










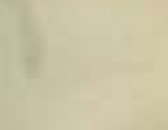




# OPPORTUNITIES

**THE TREASURE CHEST  
PREMIER PRESENTING SPONSOR**

**\$7,500**

-  Exclusive Cape Cod Pirate Festival "Presented By" sponsor
-  Logo or name placement at the top of 2022 promotional media
-  Sponsor tag on radio advertisements
-  Logo on 2022 hardcopy festival tickets, admission wristbands and passes
-  Logo on 2022 official festival t-shirt
-  Exhibitor space during festival
-  On stage acknowledgements
-  Logo on festival banners in high traffic areas
-  Logo or name on print media
-  Logo and link on website
-  Exclusive social media and eblast shoutouts
-  Press release mentions
-  Festival tickets





# Old Tom's Tavern

## OPPORTUNITIES

THE ROYAL RUM HOUSE  
TAVERN HOST SPONSOR

\$6,000

-  Exclusive Cape Cod Pirate Festival tavern "Hosted By" sponsor
-  Logo or name placement on 2022 tavern related promotional media
-  Sponsor tag on tavern related radio advertisements
-  Logo on 2022 hardcopy festival tickets, ID wristbands and passes
-  Logo on 2022 official festival t-shirt
-  Exhibitor space during festival
-  On stage acknowledgements
-  Logo on festival banners in high traffic areas
-  Logo or name on print media
-  Logo and link on website
-  Exclusive social media and eblast shoutouts
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# OPPORTUNITY DETAILS

BENEFIT	PREMIER \$7,500	TAVERN \$6,000	GOLD \$5,000	SILVER \$2,000	BRONZE \$750
<b>FESTIVAL PRESENTING SPONSOR</b> Prime Logo or Name Placement At the Top of Promotional Media	Cape Cod Pirate Festival "Presented By"				
<b>TAVERN PRESENTING SPONSOR</b> Prime Logo or Name Placement At the Top of Promotional Media Relating to the Tavern		Old Tom's Tavern "Hosted by"			
<b>RADIO AD SPONSOR TAG</b>	All Radio Ads	Ads Relating to Tavern			
<b>LOGO ON HARDCOPY FESTIVAL TICKETS, WRISTBANDS AND PASSES</b>	Festival Tickets Admission Wristbands Passes	Festival Tickets ID Wristbands Passes			
<b>LOGO OR NAME ON 2022 OFFICIAL FESTIVAL T-SHIRT</b>	Logo	Logo	Logo or Name		
<b>EXHIBITOR SPACE DURING FESTIVAL</b>	24x12	24x12	12x12		
<b>ON-STAGE ACKNOWLEDGEMENTS</b>	All Stages 4 Times Daily	All Stages 2 Times Daily Tavern 2 Times Daily	All Stages 2 Times Daily	All Stages 1 Time Daily	
<b>LOGO ON 2'x8' HIGH TRAFFIC FESTIVAL BANNERS</b>	2 Stages 2 Attractions Entrance and Exit	Tavern 1 Stage 1 Attraction Entrance and Exit	1 Stage 1 Attraction	1 Stage	
<b>LOGO OR NAME ON PRINT MEDIA</b>	Print Ads Posters Flyers Festival Program	Print Ads Posters Flyers Festival Program	Posters Flyers Festival Program	Festival Program	
<b>LOGO AND / OR LINK ON WEBSITE</b>	Top of Home Page Top of Sponsor Page	Top of Tavern Page Home Page Footer Sponsor Page	Home Page Footer Sponsor Page	Home Page Footer Sponsor Page	Sponsor Page
<b>SOCIAL MEDIA</b>	3 Exclusive Shoutouts Group Shoutouts	2 Exclusive Shoutouts Group Shoutouts	1 Exclusive Shoutout Group Shoutouts	Group Shoutouts	Group Shoutouts
<b>E-BLASTS</b>	3 Exclusive Eblast Blurbs Header Logo	2 Exclusive Eblast Blurbs Logo Placement with Tavern Mentions	1 Exclusive Eblast Blurb Footer Logo	Footer Logo	Footer Logo
<b>PRESS RELEASES</b>	Presented By Mention	Tavern Hosted By Mention	Sponsor Mention	Sponsor Mention	Sponsor Mention
<b>FESTIVAL TICKETS - INDIVIDUAL DAY</b>	20	15	10	5	3



# CONTACT US



**CHRISTOPHER SCHULTZ**

FOUNDER

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