



Sponsorship Opportunities

Captain Sponsorship (\$10,000)

Exclusive Sponsorship:

- Television:** • Inclusion of Your logo and on air mention of your company
- T-Shirt:** • Inclusion of Your logo on all 2007 Harbor Festival T-Shirts.
- Newspaper:** • Inclusion of Your logo in all print advertising
- Website:** • Your logo with link on the Official Morro Bay Harbor Festival Website
- Radio:** • Your Company Name included in 100% of Harbor Festival radio ad spots on rotating schedule.
- Poster:** • Major sponsor logo position on the official poster distributed throughout San Luis Obispo County and beyond.
- Official Guide:** • Your company name and logo on the front page of the Official Guide, which is distributed throughout the county and to each attendee at the event.
• Logo displayed in the Official Guide under sponsorships
- On – Site:** • Booth Space - a 10 x 10 canopied booth including one back panel, at a high visibility location.
• Banner Space - You will be entitled to two banners, provided by you, prominently displayed on the festival grounds.
• Sponsorship Announcements – Your company name announced as sponsor on a rotating basis throughout Festival
- Promotion:** • Recognition as official sponsor at all Festival Promotions including “Taste of the Festival”.
• A news release about your Sponsorship (prepared by you) will be included in the Festival's media kit.
• Permission to use the Morro Bay Harbor festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

- 10 Complimentary 2 Day Admission Passes
- 10 Complimentary Vouchers, each for 1 wine or beer glass & 6 tasting tickets
- 10 Vouchers for Festival T-shirts to be redeemed at the Festival



Sponsorship Opportunities

First Mate Sponsorship (\$6,000)

- Television:** • Inclusion of your logo on the Television Commercial
- Newspaper:** • Inclusion of Your logo in all print advertising
- Website:** • Your logo with link on the Official Morro Bay Harbor Festival Website
- Radio:** • Your Company Name included in 50% of Harbor Festival radio ad spots on rotating schedule.
- Poster:** • Your company logo on the official poster distributed throughout San Luis Obispo County and beyond.
- Official Guide:** • Logo displayed in the Official Guide which is distributed throughout the county and to each attendee at the event.
- On – Site:**
- Booth Space - a 10 x 10 canopied booth including one back panel, at a high visibility location.
 - Banner Space - You will be entitled to one banner, provided by you, prominently displayed on the festival grounds.
 - Sponsorship Announcements – Your company name announced as sponsor on a rotating basis throughout Festival
- Promotion:**
- Listed as sponsor at all Festival Promotions including “Taste of the Festival”.
 - A news release about your Sponsorship (prepared by you) will be included in the Festival's media kit.
 - Permission to use the Morro Bay Harbor festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

- 10 Complimentary Admission Passes
- 6 Complimentary Vouchers, each for 1 wine or beer glass & 6 tasting tickets
- 6 Vouchers for Festival T-shirts to be redeemed at the Festival

Options:

[Sponsor Name] California Seafood Faire & Wine Tasting Pavilion.

(includes logo on back of ticket to enter pavilion)

Flagship attraction of the Festival. 10,000 square-foot Pavilion featuring top seafood restaurants and wineries of the Central Coast.

[Sponsor Name] “Embarcadero” Stage

Our largest stage, featuring Rock, Country, Blues, and Big Bands to name a few! This is where our Headliners play.

[Sponsor Name] “Abalone” Stage and Beer Tasting Garden

A great place to meet with friends, surrounded by Micro Brew tasting and filled with tables, this stage features Jazz, Latin, Swing, Acoustic, and more!

For more information regarding Sponsorship for the Morro Bay Harbor Festival, contact Simply Clear Marketing, Inc. at 805-772-4600.



Sponsorship Opportunities

Helmsman Sponsorship (\$3,000)

- Official Guide:** • Logo displayed in the Official Guide which is distributed throughout the county and to each attendee at the event.
- Newspaper:** • Inclusion of Your logo in all print advertising
- Website:** • Your logo with link on the Official Morro Bay Harbor Festival Website
- Radio:** • Your Company Name included in 25% of Harbor Festival radio ad spots on rotating schedule.
- Poster:** • Your logo on the official poster distributed throughout San Luis Obispo County and beyond.
- On – Site:**
- Booth Space - a 10 x 10 canopied booth including one back panel, at a high visibility location.
 - Banner Space - You will be entitled to one banner, provided by you, prominently displayed on the festival grounds.
 - Sponsorship Announcements – Your company name announced as sponsor on a rotating basis throughout Festival
- Promotion:**
- Listed as sponsor at all Festival Promotions including “Taste of the Festival”.
 - A news release about your Sponsorship (prepared by you) will be included in the Festival's media kit.
 - Permission to use the Morro Bay Harbor festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

- 6 Complimentary Admission Passes
- 4 Complimentary Vouchers, each for 1 wine or beer glass & 6 tasting tickets
- 4 Vouchers for Festival T-shirts to be redeemed at the Festival

Options:

Saturday or Sunday Entertainment Headliner [presented by Your Company Name]

Previous headliners have included Lovin Spoonful, John Mayall & the Blues Breakers, Jesse Colin Young, Ritchie Havens, The Drifters, Stephen Bishop, Red Halloway, Louie Ortega, Travis Larson. Attach your company's name to nationally recognized musicians!

Sand Sculpture Spectacular - SOLD

The “jewel of the Festival” and center attraction, this 35-ton work of art is produced as a work in progress throughout the Festival weekend. Includes Your logo sculpted in sand.

[Sponsor Name] Carnival Cove

Family and kids-oriented exhibits and entertainment area.

This area is staffed by local PTA's and is popular with the locals. (2006-MB Furniture and Glass Works)

For more information regarding Sponsorship for the Morro Bay Harbor Festival, contact Simply Clear Marketing, Inc. at 805-772-4600.



Sponsorship Opportunities

Options for Helmsman Sponsorship cont...

[Sponsor Name] Arts & Crafts Show

Featuring approximately 80 arts and crafts – many marine-themed – from throughout the state.

[Sponsor Name] North T Pier

The North T Pier can be yours for the weekend! Ideal for Car Dealers, Canoe & Kayak Expo (or surfboards or bikes)

[Sponsor Name] Festival Home Show

Anchored by Milguard Windows display trailer

Wine Glasses - SOLD

Your logo and festival logo on each wineglass, given to each attendee of the Wine & Seafood Pavillion.

Beer Glasses

Your logo and festival logo on each beer glass, given to each attendee of the Beer Garden.

Tickets

Your company name, logo and/or coupon on back of admission ticket

Dining Oasis

Each oasis dining area will include tables, with seating for our many hungry or tired guests. Each oasis dining sponsorship includes prominent and repetitive-image signage on the eight tables at your sponsored venue, plus promotional opportunities, such as traffic-driving bounce back coupons and cross-promotions to maximize your media exposure.

Festival Information Booth & Boards

Prominent, high-visibility, high-traffic location, including eight high visibility information boards placed strategically throughout the side, prominent featuring sponsor name and/or logo. Includes ATM (2) & sign on Morro Bay Trolley.



Sponsorship Opportunities

Navigator Sponsorship (\$1,500)

Website: • Your logo with link on the Official Morro Bay Harbor Festival Website

Poster: • Your company name on the official poster distributed throughout San Luis Obispo County and beyond.

Official Guide: • Logo displayed in the Official Guide which is distributed throughout the county and to each attendee at the event.

On – Site: • Booth Space - a 10 x 10 canopied booth including one back panel, at a high visibility location.
• Banner Space - You will be entitled to one banner, provided by you, prominently displayed on the festival grounds.
• Sponsorship Announcements – Your company name announced as sponsor on a rotating basis throughout Festival

Promotion: • Listed as sponsor at all Festival Promotions including “Taste of the Festival”.
• A news release about your Sponsorship (prepared by you) will be included in the Festival's media kit.
• Permission to use the Morro Bay Harbor festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

- 4 Complimentary Admission Passes
- 2 Complimentary Vouchers, each for 1 wine or beer glass & 6 tasting tickets
- 2 Vouchers for Festival T-shirts to be redeemed at the Festival

Options:

[Sponsor Name] “Starboard” Stage

Official “kids and family” stage on giant black-and-white chessboard

[Sponsor Name] Maritime Heritage Pavilion

Prominent South T-Pier venue displays relics from Morro Bay’s past.

[Sponsor Name] Festival After Dark

Citywide open house on Saturday night featuring complimentary refreshments and entertainment at venues all over town. Includes Sponsorship of Main Street stage.

[Sponsor Name] Hawaiian Shirt Contest

A prime-time technicolor highlight of the Festival that generates media interest and photo opportunities galore. Emceed by local celebrity.

Presenting Sponsor

Any other pre-lining or complimenting National act but not main headliner



Sponsorship Opportunities

Friend of the Festival Entertainment Sponsorship (\$500)

(For local & nonheadliner acts only)

- Official Guide:**
- Listing in the Official Guide as Friend of the Festival which is distributed throughout the county and to each attendee at the event.
- Website:**
- Your name with link on the Official Morro Bay Harbor Festival Website
- On – Site:**
- Listed as Presenting Sponsor of local group of your choice on entertainment schedule, including entertainment poster (as long as sponsorship commitment commences before print deadline)
 - Sponsorship Announcements – Your company name announced as sponsor on a rotating basis throughout Festival
- Promotion:**
- Recognition as Friend of the Festival sponsor at all Festival Promotions including “Taste of the Festival”.
 - A news release about your Sponsorship (prepared by you) will be included in the Festival's media kit.
 - Permission to use the Morro Bay Harbor festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

4 Complimentary Admission Passes