



**YARMOUTH CLAM FESTIVAL
60TH ANNIVERSARY SPONSORSHIPS**

A Maine Summertime Tradition Since 1965

What began in 1965 as a local clambake has grown into **Maine's largest free-admission festival**, where we welcome 100,000 visitors to our town.

Beyond a weekend of food, entertainment, and fun, the Yarmouth Clam Festival plays a vital role in supporting the community, as more than 30 local nonprofits rely on festival proceeds to sustain their programs.

Unlike many large events, the Yarmouth Clam Festival does not receive funding from personal donations or public grants. As a 501c6, the Chamber relies on business sponsorships to make the festival possible. These partnerships are essential as festival costs continue to rise each year.

Whether you're looking for wide-reaching brand exposure or a custom sponsorship package, we'll work with you to design a partnership that aligns with your business goals while supporting one of Maine's most beloved family festivals.



Community Impact of Funds Raised:

- Student Events and Scholarships
- Eagle Scout projects
- Elderly assistance services
- Contributions to food pantries and soup kitchens
- Performing and Visual Arts
- Maintenance of community spaces
- Athletic equipment and uniforms

Fill out this form or to discuss a custom sponsorship:

 **Chelsie DiConzo**
chelsie@clamfestival.com

 207-846-3984

 www.clamfestival.com



\$30,000+

60th Anniversary
Yarmouth Clam Festival
presented by...

- Large logo on banner hanging across Main St.
- 30 Free T-shirts or Posters

\$15,000+

- Logo on banner hanging across Main St.

- 10 Free T-shirts or Posters

\$10,000+

- 10 Free T-shirts or Posters

\$5,000+

- 3 Free T-shirts or Posters

General Sponsorships include:

- Premium signage and logo placements in the Clam Festival brochure, website, social media, newsletter, and other marketing materials.
- Banner displayed in each of our entertainment tents, and verbal recognition throughout the weekend during major events.
- Inclusion in application forms and correspondences, media partnerships, press releases, and radio/TV/podcast interviews.
- 10x10 booth during the weekend for sampling, info, giveaways, etc. Bonus points for providing an engaging activity for attendees.
- Entry for a float in the Friday night parade.
- Tailored marketing and VIP opportunities per sponsor.



GENERAL SPONSORSHIPS

Naming Rights Sponsorships include:

- Prominent placement in the Clam Festival brochure, website, newsletter, social media, and other marketing materials. Shuttle sponsor will receive additional logos on bus.
- Verbal recognition for stage sponsorships
- Your company's banner displayed in designated area.
- Option to have float in parade, and 10x10 booth for sampling and giveaways. Bonus points for providing an engaging activity for attendees.

Want to support an area without naming rights?

Sponsorships start at just \$500, giving you the opportunity to be part of the fun at a level that works for you!

\$7,500

Memorial Green Stage

Main tent near the food circle that hosts music, signature events, competitions, and special guests.

North Yarmouth Academy Stage

The tent hosts a variety of music and events, and is next to our Fine Arts & Craft Show.

\$7,500

\$5,000

Merrill Memorial Library Stage

Family entertainment tent that hosts magicians, storytelling, demos, and local music.

Fine Art & Craft Show

Our juried show has a fine selection of handmade and original works from 130+ vendors.

\$5,000

\$5,000

Family Area

Provides free/low-cost activities, and includes the Family Care Station - a spot to change a diaper, nurse a baby, etc.

First Parish Church Stage

Featuring local artists, bingo, trivia, and home of First Parish Church's famous pies.

\$3,000

\$15,000

Sustainability

Help us stay on the road to Zero Waste by increasing our efforts to reduce trash and increase composting and recycling efforts.

Sensory Tent / Inclusion

A calm, quiet, judgement free place that has toys and tools to help folks of all ages regulate. Help increase our inclusivity efforts!

\$5,000



NAMING RIGHTS SPONSORSHIPS

Event and Sponsorships include:

- Logo featured in the Clam Festival brochure, website, newsletter, social media, and other marketing materials.
- Your company's banner displayed inside entertainment tent
- Logo on Registration Forms and Promotional Flyers
- Verbal Recognition during event (if applicable)
- Option to have float in parade, and 10x10 booth for 4 hours during your event for sampling and giveaways. Bonus points for providing an engaging activity for attendees.

*These sponsorships are not exclusive.



Additional Event Perks

- **Parade** - Large sponsor banner carried in front of your float
- **Kids Fun Run** - Logo on Fun Run T-Shirts
- **Rumble** - Logo on Volunteer T-shirts
- **Live MCs** for Diaper Derby (Lee Goldberg), Clam Shuck (Phil Harriman), K9 Demonstration, Bike Race, Road Race, Special Events/Bands

Parade



\$3,000

Friday Concert: The Mallet Brothers Band



\$3,000

Kids Fun Run



\$2,500

SIGNATURE EVENT SPONSORSHIPS

Clam Shucking Competition



\$3,000

K9 Demo



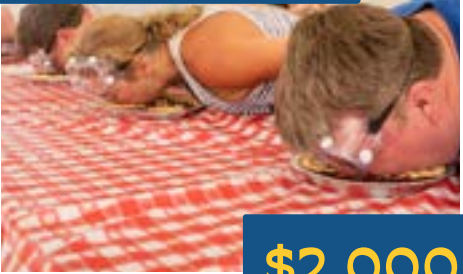
\$1,000

Special Saturday Event



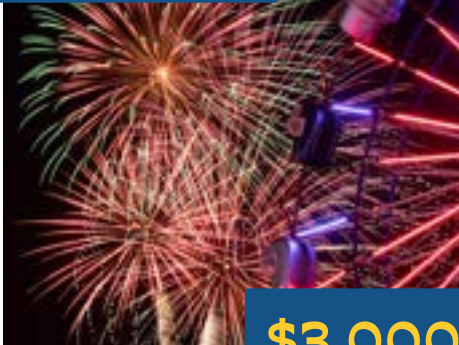
\$3,000

Blueberry Pie Eating Contest



\$2,000

Fireworks



\$3,000

Professional Bike Race



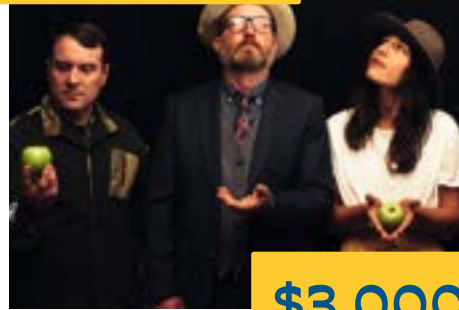
\$3,000

Diaper Derby



\$3,000

Sunday Concert: Spencer and the Walrus



\$3,000

Main Street Rumble



\$3,000

SIGNATURE EVENT SPONSORSHIPS

Branding Sponsorships include:

- Recognition in the Clam Festival brochure, website, social media, newsletter, and other marketing materials.
- Logo placement on your sponsorship site.

\$10,000

Beverage Cup

Place your logo on 10,000+ cups. Additional logo placement on website and brochure.

Clam Bucks

Given to most competition winners, volunteers, and more. Can be used at the food booths or merch, and are exchanged for cash for non-profit fundraising. Logo on website.

\$2,500

\$2,500

Golf Carts

We rent Golf Carts to get around town all week, as well as being featured in the Parade. Get your logo seen on the move!

Banner Program multiple sponsors

A long-standing tradition! Two (2) 2'x4' banners placed in two of our entertainment tents.

\$1,000

*\$800 for chamber members

\$500+

Entertainment multiple sponsors

Business mentioned during the performance, stage signage, and listed in the brochure and website.

Reusable Bag multiple sponsors

Used in our merch booth and a great opportunity for logo placement.

\$500

\$2,500

Shuttle Golf Carts

We'd like to offer a free in-house shuttle to help people get around the festival along Main Street.

Inquire about customized sponsorships starting at \$500



BRANDING SPONSORSHIPS