



# Sponsorship Marketing Opportunity

**PARTNER BENEFIT PACKET**

**Sunday, September 12, 2021  
2:00 p.m. to 7:00 p.m.  
Newport Beach Civic Center Green**

**[www.lobsterfestatnewportbeach.com](http://www.lobsterfestatnewportbeach.com)**



June 2021

Potential Sponsor,

**Sponsorship is an integral part of the success of any event, but, it is also a mutually beneficial one!**

The 2021 Lobsterfest at Newport Beach is now seeking luxury event sponsors for the much anticipated celebration of summer taking place **Sunday, September 12, 2021 from 2:00pm – 7:00pm**. Upscale locals and visitors alike will feast and frolic while raising funds for our event benefactor, Make A Wish Foundation and other deserving local nonprofits. Each year, fresh Maine lobster is flown in on the morning of the event and prepared on site, alongside a wide variety of tasty sides! Local bands play alongside other fun activities while guests enjoy their meals, dance, and take in the sunshine and scenery that surrounds.

Hosted by the Lobsterfest Foundation, the event is now in its twelfth year and has evolved into a regional event, attracting guests from Orange County, the Inland Empire, Northern California and Southern Nevada. This unique partnership marketing opportunity will put your company brand before some of the nation's most upscale, influential consumers in an extraordinary way. By working with us to develop a strategic experiential event marketing partnership, you will also be an integral part of bringing Newport Beach residents and visitors together to support a local charity at an upscale culinary event. In addition to pre and post event marketing and publicity, your company will receive valuable direct exposure to a targeted, well-educated, high-income, food and wine-savvy audience and digital community!

It is with great pleasure to present the attached partnership marketing benefit and special opportunity to become an exclusive sponsor of the Lobsterfest at Newport Beach. We will develop a personalized and synergistic, results-driven program of opportunity for each sponsor. Our mutual goal is to ensure partners maximum, cost-effective exposure and new revenue opportunity in your target market. Sponsorship will increase loyalty among clients and consumers and provide ongoing opportunity to make an invaluable, first-class impression to thousands.

Enclosed you will find a description of our sponsorship program for your thoughtful review and consideration.

We look forward to developing a mutually beneficial marketing partnership with your company. If you should have any questions or need any additional information, please contact CMC Inc. Marketing Agency at: [\[949\] 675-0501](tel:9496750501).

Sincerely,

Peggy Fort, Event Director  
Lobsterfest at Newport Beach

## EVENT SPECIFICS

### ABOUT LOBSTERFEST AT NEWPORT BEACH

Lobsterfest at Newport Beach began in 2009 as a fundraiser for the sunrise Rotary Club of Newport Beach. Now in its twelfth year, Lobsterfest is an established 501(c)3 foundation with beneficiaries that have included Make-A-Wish® Orange County and the Inland Empire, and a number of other worthwhile local charities. A percentage of all Lobsterfest 2021 proceeds will be donated to nonprofit organizations.

### WHAT IS LOBSTERFEST?

Lobsterfest at Newport Beach is a celebration of summer where guests feast and frolic while raising funds for deserving local nonprofits. Each year fresh Maine lobster is flown in on the morning of the event and prepared on site, alongside a wide variety of tasty sides! Local bands play on the beachside stage while guests enjoy their meals, dance, and take in the scenery that surrounds. Hosted by the Lobsterfest Foundation and held at the Newport Beach Civic Center Green. Lobsterfest is now in its eleventh year and has evolved into a regional event, attracting guests from Orange County, the Inland Empire, Northern California and Southern Nevada. For more details please visit: [www.lobsterfestatnewportbeach.com](http://www.lobsterfestatnewportbeach.com)

### WHERE IS LOBSTERFEST?

The annual Lobsterfest at Newport Beach is held the Southwest end of the Civic Center known as the Civic Green, a two-acre grassy area designed for community gatherings and events. This large, green field invites family fun and sunny relaxation. The nearby Civic Center Park with its natural habitat, sculpture gardens and 1.23 miles of walking trails is perfect for a pleasant stroll and family fun.

## BENEFIT OF SPONSORSHIP

Thank you for considering a sponsorship of the Lobsterfest at Newport Beach! This unique experiential marketing opportunity puts your company brand before some of the nation's most upscale, influential food & wine enthusiast and affluent consumers in an extraordinary way.

The Lobsterfest at Newport Beach is a highly collaborative event bringing together over 1,000 locals and visitors to a celebration of summer at the Newport Beach Civic Center Green. Upscale local guests and visitors will feast and frolic while raising funds for our event benefactor, Make A Wish Foundation and other deserving local nonprofits – all to benefit a good cause.

### HERE A FEW STRONG REASONS WHY IT'S A GREAT EVENT TO SUPPORT:

#### THE RIGHT AUDIENCE –

The Lobsterfest at Newport Beach targets and attracts an exclusive, high-end demographic, well educated, high-income, food & wine savvy local resident and visitor. This event is an important way to demonstrate your commitment to the local community

and promote your company. We will develop a personalized and synergistic, results-driven program of opportunity for each sponsor. Our mutual goal is to ensure sponsors maximum, cost-effective exposure and new revenue opportunity in your target market. Sponsorship will increase loyalty among clients and affluent consumers and provide ongoing opportunity to make an invaluable, first-class impression to thousands.

### **EXPOSURE –**

Sponsorship packages include direct brand exposure in Lobsterfest at Newport Beach marketing collateral, POP in-store display, public relations and day of event recognition, visibility and promotional display available. This is achieved through strategic relationship development and exclusivity to a multitude of traditional, direct and interactive marketing campaigns including: sales driven promotions, visual display opportunity, branding exposure, access to in-store merchandising, high-profile events, electronic and social media marketing, advertising and public relations campaigns.

### **PUBLICITY –**

As a sponsor of the 2021 Lobsterfest at Newport Beach, you'll benefit from access to a wide range of publicity including:

- Exposure to an estimated 1,000 attendees
- Inclusion in media opportunities (1,000,000+ impressions) via:
  - OC Weekly, OC Business Journal, OC Register, LA Times Magazine, Westways Orange County, KDOC TV, LA Times - The Daily Pilot, Newport Beach Independent, Newport Beach Magazine, Locale, Orange Cost Magazine and so many more!
- Social-media cross-promotion with links, logo, & copy (110,000+ impressions/monthly)
- Inclusion in our e-blast alerts (2,500+ subscribers) and partner e-blasts as well

### **VALUE –**

You will get a lot of bang for your buck! We create numerous marketing opportunities to get our sponsors' brand in front of thousands. Through digital exposure on our event website and social media to marketing materials such as the posters, promo cards, POP displays, banners, multiple press releases and more – you get a lot for your investment.

### **QUALITY –**

This is a first-class event produced by the Lobstefest Foundation and lead by CMC Inc. Marketing Agency and twenty-year event marketing veteran, Peggy Fort. Working alongside our talented culinary team we're bringing in fresh Maine Lobster prepared onsite alongside a who's-who list of over 20+ wineries & draft beers, boutique vendors and first-class entertainment to create a successful, enjoyable and prosperous event we know you'd be proud to be associated with.

### **GIVING BACK –**

A percentage of the Lobsterfest at Newport Beach proceeds will benefit Make A Wish Foundation Orange County and Inland Empire and other deserving local nonprofits – all to benefit a good cause. <https://wish.org>



**at Newport Beach**

**12th Annual Lobsterfest at Newport Beach**

**SPONSORSHIP LEVELS**

Sunday, September 12, 2021

Newport Beach Civic Center Green

**TITLE SPONSOR: (One available)**

**\$10,000**

- Identified as "Title Sponsor" on all press releases, radio and television ads
- One (1) Complimentary VIP Table of tickets to event (\$1,500.00 value)
- (2) Complimentary vendor expo booth space – prime location
- Sponsorship Logo (Large)
  - Monthly e-mail blast (June thru September 2021)
  - All Lobsterfest banners used to promote around Newport Beach
  - All Lobsterfest posters & printed materials
  - All custom Lobsterfest bibs (event day)
  - Event Day Banner
- Social Media campaign inclusion (March thru September 2021)
- Live mentions during Lobsterfest by the event emcee
- Company banner display on event day (Sponsor provides banner)

**PRESENTING SPONSOR: (Three available)**

**\$5,000**

- Lobsterfest web site- logo and web link
- Four (4) complimentary VIP tickets to event (\$600.00 value)
- Complimentary vendor expo booth space – prime location
- Sponsor logo (medium)
  - Lobsterfest 2021 banners used to promote around Newport Beach
  - All Lobsterfest posters
- Live mentions during Lobsterfest by the event emcee
- Social media campaign inclusion (March thru September 2021)

**CONTRIBUTING SPONSOR: (Ten available)**

**\$2,500**

- Two (2) complimentary VIP tickets to event (\$300.00 value)
- Complimentary vendor expo booth space
- Lobsterfest web site logo
- Social media promotions
- Live mentions during Lobsterfest by the event emcee





**12th Annual Lobsterfest at Newport Beach**

**SPONSORSHIP COMMITMENT FORM**

Sunday, September 12, 2021

Newport Beach Civic Center Green

**SPONSOR INFORMATION:**

Name/Company (As you would like to be recognized):

\_\_\_\_\_

Contact Name (if different from above):

\_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship level requested (from previous page):

\_\_\_\_\_ \$ \_\_\_\_\_

**PAYMENT INFORMATION:**

Enclosed is a check payable to LobsterFest at Newport Beach

Please bill my AMEX, Visa or Mastercard:

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Company website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

Please email this completed form and email it along with

Sponsor Logo (high res)

Promotional Information/Copy

(to be used on social media, press releases, and by the emcee at Lobsterfest)

To:

**Peggy Fort, Event Director + Sponsorship Contact**

President + CEO

California Marketing Concepts – CMC Inc.

1550 Bayside Drive Corona del Mar, CA 92625

(949) 675-0501

**Email company logo (EPS or PDF format) to:**

[PeggyFort@AskCMC.com](mailto:PeggyFort@AskCMC.com)

[www.lobsterfestatnewportbeach.com](http://www.lobsterfestatnewportbeach.com)