

sponsors:



Michèle Sherm's DMD, PA



Fish • Atlantic Regional FCU • Bath Savings Institution • Bay Square at Yarmouth • BondiBand • Centwood Rehabilitation • Brickyard Hollow Brewing • Cabot Creamery Cooperative • Clayton's • Cuddledown • Douglas Title Company • Garmin • Gorham Savings Bank • Maine Optometry • Mercy Hospital • Norway Savings Bank • North Yarmouth Academy • Patriot Insurance • PDK Pyro • Radio Communications Management • Summit Natural Gas • The Notes • United Insurance • Vitalius Real Estate Group • William R. Goddard Insurance Agency • Yarmouth Community Services • Yarmouth Hannaford • Yarmouth Public Works • Yarmouth Schools • Yarmouth Village Improvement Society

Artwork: Léa Peterson, "Rinse Cycle"
Photos: Michael Leonard
Illustration Design: Cay Kendrick



Supporting Sponsors

Artscape • Bath Savings Institution • Bay Square at Yarmouth • Benchmark Real Estate • Centerline Design • Clayton's Cafe and Bakery • Cunningham Security • The X Signs • Intermed • The Notes • Norway Savings Bank • Patriot Insurance • Reform Physical Therapy • Schaefer Douglas Title • Sherwin-Williams • Summit Natural Gas • Vreeland Marketing & Design • Yarmouth Audiology • Yarmouth Boat Yard

Additional Sponsors

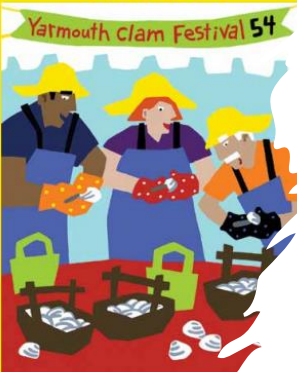
Downeast Energy • Hannaford Supermarkets • Maine Standard Biofuels • North Yarmouth • People's United Bank • Pepsi • Summit Management • Sysco • Yarmouth Community Services

Contest
-ley

YARMOUTH CLAM FEST

yarmouth

July 19-21, 2018
54th Anniversary
clamfestival.com



Hosted by



Sponsors:

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Yarmouth Clam Festival

July 20-22, 2018 • 53rd Anniversary
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Yarmouth Maine Chamber of Commerce

YARMOUTH CLAM FESTIVAL

yarmouth, maine

2022 SPONSORSHIP PLANS



Yarmouth Clam Fest.
July 20-22, 2018 • 53rd Anniversary
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Supporting Sponsors:
Bath Savings Institution • Benchmark Residential & Investment Real Estate • Brickyard Hollow Brewing Company • Clayton's Cafe and Bakery • Cunningham Security Systems • Freedom Boat Club • Intermed • Maine Optometry • Moose Landing • Norway Savings Bank • PDK Pyro • Patriot Insurance Company • Schaeffer Douglas Title • Summit Natural Gas • The Notes • Yarmouth Boat Yard

In-Kind Sponsors:
Cabot Creamery • Downeast Energy • ecomaine • Hannaford Supermarkets • Maine Standard Biofuels • People's United Bank • Radio Communications Management • Yarmouth Community Services • Yarmouth Schools

Artwork: Page O'Rourke, "Celebrating Yarmouth"
Photos: Michael Leonard
Design: Cay Kendrick



YARMOUTH CLAM FESTIVAL

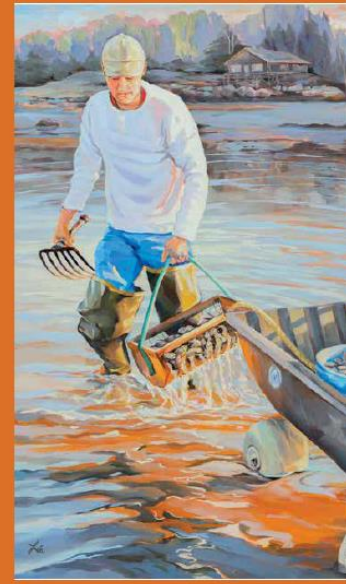
yarmouth, maine

GENERAL SPONSORSHIP INCLUSIONS

- \$2,500 or more: recognition on back cover of brochure (15,000 copies distributed) as Major Sponsor.
- Less than \$2,500: recognition as Supporting Sponsor on back cover of brochure.
- Event area or service sponsors are listed under their sponsored event, area or service on brochure.
- All Sponsors will have logo placement and URL Link where applicable on website.
- Recognition of sponsorship on Clam Festival Newsletter & social media (will vary between worded and logo use).
- Sponsors of events and areas will have signage (banner) opportunities for that specific program.
- If event has a host or announcers, then verbal recognition will be given.
- Events and programs requiring applications will have sponsor logo placement (if timing permits).



Yarmouth Clam Festival
July 21-23, 2017 • 52nd Anniversary
clamfestival.com



Hosted by
Yarmouth, Maine, Chamber of Commerce

FESTIVAL SPECIALTY AREAS

- Memorial Green Stage
- North Yarmouth Stage
- Entertainment Sponsors
- Craft Show
- Art Show
- Clam Fest Kids' Area
- Rest Facilities

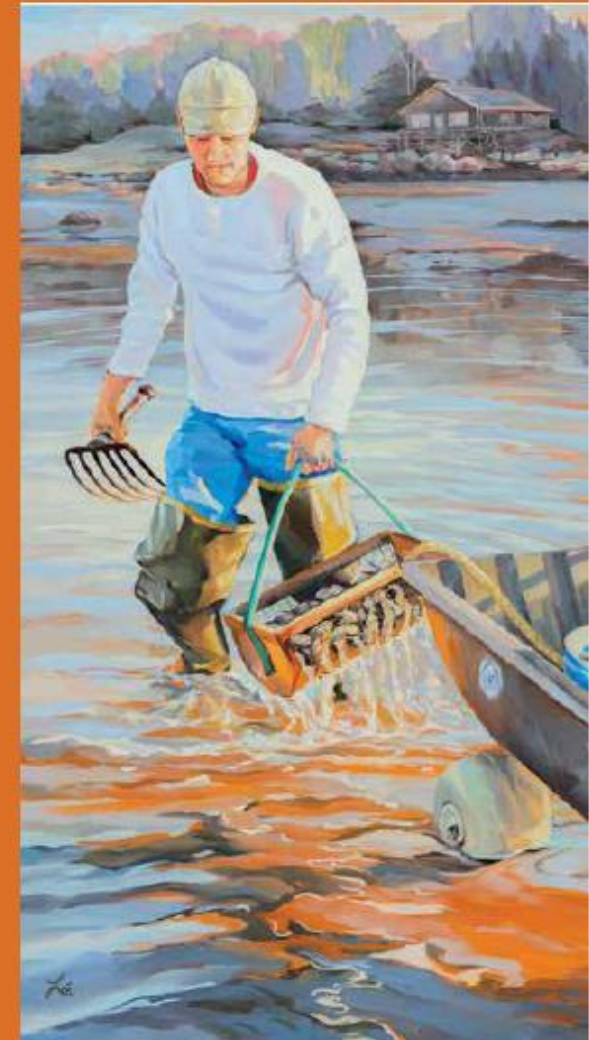


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 Yarmouth Village Improvement Society

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 iael Leonard
 s, n: Cay Kendrick

Yarmouth Clam Festival

July 21-23, 2017 • 52nd Anniversary
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ENTERTAINMENT STAGES

FREE entertainment is provided all weekend!

Main entertainment stages are located in the **North Yarmouth Academy (NYA)** and the **Memorial Green** tents.

Up and coming local artists can also be found at the **Serendipity Stage**.

Help us continue to provide amazing talent and support an individual act as an **Entertainment Sponsor**.

Entertainment Sponsor

\$250 - \$800

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed with performance in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Signage placement during sponsored performance.



Serendipity Stage

\$1,000

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed under entertainment section in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Banner opportunity behind or on stage.



Memorial Green Stage

\$2,500 - BOOKED

- Logo on back cover of brochure as Major Sponsor.
- Listed under entertainment section in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Banner opportunity behind or on stage.
- The Memorial Green stage hosts signature events like Clam Shucking and Diaper Derby.



North Yarmouth Academy Stage

\$2,500- BOOKED

- Logo on back cover of brochure as Major Sponsor.
- Listed under entertainment section in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Banner opportunity behind or on stage.
- The NYA Stage is located next to the Clam Festival's Craft Show and host many festival favorite acts.



ART & CRAFT SHOWS

Our juried **Craft Show** can be found on the NYA Lawn and offers a wide selection of handmade crafts in every price range created by more than 135 local and regional artisans.

- ★ Friday & Saturday 10am-9pm
- ★ Sunday 10am-5pm



The **Art Show & Sale** is located under the Oaks on the Library lawn. View original works from some of the best artists in Maine and from away.

- ★ Friday 10am-5pm
- ★ Saturday 10am-7pm
- ★ Sunday 10am-5pm



Art Show

\$1,000

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed under event information and Art Show pages of the brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship is also provided on application forms and in communication with vendors.



Craft Show

\$1,500

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed under event information and Craft Show pages of the brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship is also provided on application forms and in communication with vendors.

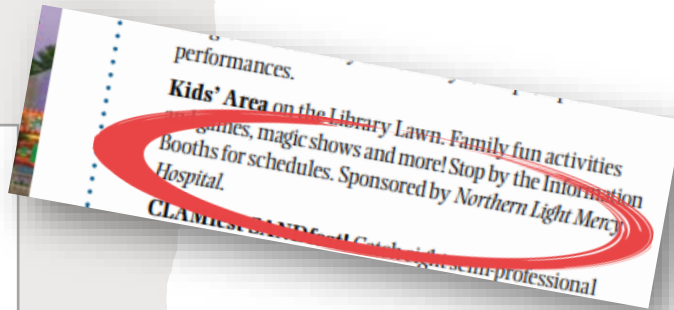


KIDS AREA & REST FACILITIES

The Kids' Area is full of free family fun activities and games, magic shows and more!



New to the sponsor program, **Porta-Potties!** Ya, it's weird, we know, but talk about getting seen by everyone! Come up with a fun idea (that is family appropriate) and be the hit of the weekend!



Clam Fest Kids' Area

\$4,000

- Logo on back cover of brochure as Major Sponsor.
- Listed with area information in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- 2021: Aiming to relocate the Kids' Area to a prime location on Main Street.

NEW

Porta Potty Area (x4 areas)

\$1,500/area or \$5,000 for all.

- Logo on back cover of brochure as a Major Sponsor (with commitment of \$2,500 or more).
- Listed under service area in brochure
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Great opportunity for creative/family friendly branding option.



FESTIVAL SIGNATURE EVENTS

- Parade
- YS Marching Band T-Shirts
- Kids' Fun Run
- Clam Shucking Contest
- Firefighter's Muster
- Saturday Night Event
- Men & Women's Professional Bike Race
- Diaper Derby
- Main Street Rumble



Supporting Sponsors

Artascope • Bath Savings Institution • Bay Square at Yarmouth • Benchmark Real Estate • Centerline Design • Clayton's Cafe and Bakery • Cunningham Security • GraphX Signs • Interned • The Notes • Norway Savings Bank • Patriot Insurance • Reform Physical Therapy • Schaeffer Douglas Title • Sherwin-Williams • Summit Natural Gas • Vreeland Marketing & Design • Yarmouth Audiology • Yarmouth Boat Yard

In-Kind Sponsors

Cabot Creamery • Downeast Energy • ecomaine • G.M. Libby & Sons • Hannaford Supermarkets • Lee Family Trailer • Maine Standard BioFuels • North Yarmouth Academy • People's United Bank • Pepsi • Radio Communications Management • Sysco • Northern New England • Yarmouth Community Services • Yarmouth Schools

Work: Page O'Rourke ("Shucking Contest")
 Photos: Michael Leonard and Sarah Crowley
 Graphic Design: Joline Violette Edwards

YARMOUTH CLAM FESTIVAL

yarmouth, ma

July 19-21, 2019

54th Anniversary

clamfestival.com



Hosted by



FRIDAY EVENTS

Always Friday night of the Festival...the **Parade** is a good time for all ages! Visitors from away join locals to fill the sidewalks for a mile-and-a-half, hour-long parade that has over 130 participants including floats, marching bands, antique cars, and unique entertainers from all over Maine and New England.



Yarmouth Schools have their Middle School and High School Band take part in the Friday parade and each year we supply their **Band Shirts**! Join the party on the back and help us outfit the band!



Band T-Shirt Sponsor \$500

- Recognition as Supporting Sponsor on back cover of brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.

**Band T-Shirts are usually worn all year at Yarmouth School Functions.*

6:00-7:30 pm

Memorial Green Tent.

CLAM FESTIVAL PARADE

Special guest Barry Williams, Star of McTY's *The Brady Bunch*, ushers in this year's "Board Games" themed Parade! Sponsored by Bay Square at Yarmouth, Estabrook's, Intermed, and Yarmouth Boat Yard.

10:30 am

7:15-7:45 am



Parade Sponsors \$1,500

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed with event details in brochure
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Logo/banner opportunity in the parade.
- Recognition of sponsorship on Parade Application Forms.



SATURDAY EVENTS

The Kids' Fun Run is for children 12 & under, starting and ending on Main Street at Memorial Green. Online pre-registration is available as early as May with sponsor logos listed. Day of registration – first 300 registration receive a shirt (logos on back).



At 11:00 am on the Memorial Green Stage we have the **Celebrity Clam Shucking Contest**, featuring local TV & radio personalities.

Right after, the fun continues with our professional and amateur Clam Shucking heats! Prizes for the fastest shuckers! Based on sponsor support, shirts may be distributed to participants.



Kid's Fun Run

\$2,500

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in the brochure.
- Logo Placement on registration Forms/Promotion Flyers
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship on Kid's Race T-Shirt (300 Shirts Distributed).

Clam Shucking Contest

\$2,500

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in brochure.
- Logo placement on all registrations forms (printed).
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Verbal recognition of sponsorship during the event.
- Banner opportunity behind stage.



SATURDAY EVENTS

The long running **Firefighters' Muster** is a high-spirited competition among area fire departments on Main Street in front of Memorial Green. Typically, emceed by WGME



The **Police K-9 Demonstration** is a new event to the Clam Festival. Police show off the talents of their K9 partners for a fun and informative event.



Unfortunately, we will no longer have a fireworks show, but we are working on a **Saturday Night Event** with a headliner entertainer for our Memorial Green Stage. Help us grow a new tradition!

Firefighters' Muster

\$3,000

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Verbal recognition of sponsorship during event.
- Previously hosted by Kim Block and Gregg Lagerquist from WGME Channel 13.
- We welcome signage/banners for the event.

Police K-9 Demo

\$800

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- 1 to 2 demonstrations planned 2022.



FIREFIGHTERS' MUSTER on Main Street in front of Memorial Green. High-spirited competition among area fire departments. Hosted by WGME. Sponsored by Dunkin', United Insurance, and Norway Savings Bank.

1:00-
3:30 pm



Saturday Night Event

\$3,000

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website and social media.
- Verbal/printed recognition leading up to and during the event.
- Banner for the stage area is welcomed.

SUNDAY EVENTS

The Annual Clam Festival's **Men's & Women's Professional Bike Race** starts and finishes on main street by memorial green. Sanctioned by the United States Cycling Federation.



The **Diaper Derby** at the Memorial Green Tent is a long running tradition of the Clam Fest with many past participants returning with their own children in crawler and toddler categories. Typically hosted by Lee Goldberg from WCSH.



Main Street Rumble is a new event introduced in 2017. This classic car show quickly became a family favorite featuring over 20 mint condition cars showcased by local Maine owners.



9:00–
11:30 am

**39TH ANNUAL CLAM FESTIVAL
MEN'S & WOMEN'S
PROFESSIONAL BIKE RACE**
Races start and finish on Main Street
by Memorial Green. Sanctioned by
The United States Cycling Federation.
Sponsored by Garmin.

Diaper Derby \$2,500

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship on all registration forms.
- Previously hosted by Lee Goldberg from WSCH Channel 6.
- We welcome signage/banners for the event.



Professional Bike Race \$2,500

- Logo on back cover of brochure as a Major Sponsor.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.

12:00–
1:00 pm

DIAPER DERBY at the Memorial Green Tent. A fun race for crawlers and toddlers hosted by Lee Goldberg from WCSH. Registration is required & begins at 10am. Sponsored by Cumberland County FCU and North Yarmouth Academy.

Main Street Rumble \$1,500

- Recognition as Supporting Sponsor on back cover of brochure.
- Listed with event details in brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship on invitations and registration forms as well as credentials.

1:00–
4:00 pm

MAIN STREET RUMBLE One of a kind auto show in front of Town Hall. Sponsored by Portside Real Estate and G.M. Libby & Sons.



ADDITIONAL FESTIVAL OPPORTUNITIES

- Beverage Cup Sponsor
- Clam Bucks Sponsor
- Golf Cart Sponsor
- Banner Program
- Bag Sponsorships



Supporting Sponsors:

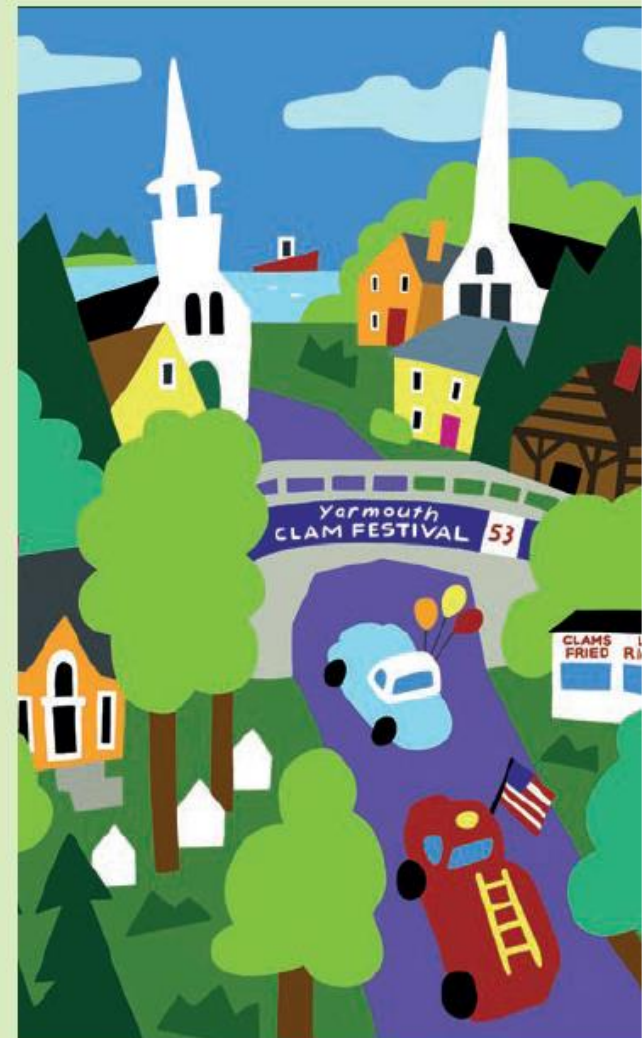
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Yarmouth Clam Festival

July 20-22, 2018 • 53rd Anniversary
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Hosted by
Yarmouth Maine Chamber of Commerce

EXCLUSIVE FOOD RELATED OPPORTUNITIES

Clam Bucks Sponsorship – exclusive. Each year we print at last \$2,500-3,000 (in Ones and Fives) of our event related gift card type cash. Recipients of the Clam Bucks can use them at food booths or toward Clam Fest gear. Clam Buck is then exchanged for cash for non-profit fundraising. Clam Bucks are provided to most competition winners, participants of the Rumble, volunteers and more.



NEW: Clam Festival Cup Sponsorship!

Place your logo on 16,000+ 20 oz cups and be seen by all! Sponsorship will help offset cost for Non-Profit food groups, allowing for more fundraising!

Clam Bucks Sponsor

\$2,500 – On Hold

- Logo on back cover of brochure as a Major Sponsor.
- Logo & Business Acknowledgment on Clam Bucks (500 - 800 in circulation during weekend).
- Logo placement and URL Link online with Clam Buck rules and policies
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Recognition of sponsorship during event (where Clam Bucks are distributed).



NEW

Beverage Cup Sponsor

\$5,000

- Logo on back cover of brochure as a Major Sponsor.
- Logo place on biodegradable 20 oz cup (~16,000 produced).
- Listed on Food Page of brochure as a main sponsor.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.



OPERATION RELATED OPPORTUNITIES

Maine passed a law on plastic bags, so we sure could use your support on purchasing paper bags for our Clam Festival Merchandise sales! We will be ordering **Reusable and Paper Bags** with great opportunity for logo placement.



We rent **Golf Carts** to get around town the week leading into, as well as the weekend of, Clam Festival, not to mention they are also in the Parade. *Get seen on the move!*



Our **Banner Program** is a long-standing tradition. We place a banner in each of our main entertainment tents for thousands to see all weekend. Funds support Clam Festival programs and planning!

NEW - Bag Sponsorships!

Paper Bag Sponsors **\$1,000 (for two years)**

- Logo printed on 1000+ paper bags for use in our Chamber Clam Festival merchandise store.

Reusable Bag Sponsors **\$500**

- Logo printed on reusable bags for use in our Chamber Clam Festival merchandise store.



Golf Carts

\$1,500- BOOKED

- Recognition as Supporting Sponsor on back cover of brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Signage/logo on all event golf carts (up to 6) used throughout weekend in public well viewed areas.



Banner Sponsorship

\$800

- Recognition as Supporting Sponsor on back cover of brochure.
- Recognition of sponsorship on Clam Festival Newsletter, website & social media.
- Two 2' x 4' Banners – Displayed, one at Memorial Green and one at NYA Entertainment Tents.
- Banners will be produced and stored at the Yarmouth Chamber of Commerce.

Yarmouth Chamber members receive discounts, please contact Chamber for pricing.

SPONSORSHIP ORDER FORM

CHECK ALL YOU ARE INTERESTED IN - FIRST COME FIRST SERVED ON EXCLUSIVES

- ~~Memorial Green Stage \$2,500~~
- ~~NYA Stage \$2,500~~
- Serendipity Stage \$1,000
- Entertainment Sponsor \$250-800
- Craft Show \$1,500
- Art Show \$1,000
- Clam Fest Kids' Area \$4,000
- PortOLet Sponsor \$1,500 - 5,000*
- Parade Sponsor \$1,500
- Marching Band T-Shirt \$500
- Kids' Fun Run \$2,500
- Clam Shucking Contest \$2,500
- Firefighter's Muster \$3,000
- Police K9 Demonstration \$800
- Saturday Night Event \$3,000
- Men/Women's Bike Race \$1,500
- Diaper Derby \$2,500
- Main Street Rumble \$1,500
- Beverage Cup Sponsor \$5,000 *
- Clam Bucks Sponsor \$2,500 *
- ~~Golf Cart Sponsor \$1,500 *~~
- Banner Program \$800
- Paper Bag Sponsor \$1,000
- Reusable Bag Sponsor \$500

Contact Information

Company Name: _____

Company Address: _____

Contact Person: _____

Contact Number: _____

Contact E-Mail: _____

- PLEASE SEND INVOICE**
- I HAVE INCLUDED A CHECK**

Thank you for your support of the Yarmouth Clam Festival!

Please return completed form to Adrienne Nardi at

anardi@yarmouthmaine.org or fax (207) 846-5419

Mail to: 305 Main Street, Yarmouth ME 04096

For any questions, or for more information call (207) 846-3984

* EXCLUSIVE