



CAPITAL LAKEFAIR, INC

EVENT SPONSORSHIP OPPORTUNITIES



Since 1957, Capital Lakefair has been a community tradition and is one of the largest and longest-running festivals in Thurston County and the State of Washington. The festival entertains more than 150,000 visitors every year in downtown Olympia @ Heritage Park on Capitol Lake. Our festival is a family-oriented event that attracts people of all ages from the PNW. All are welcome! Lakefair includes a Parade, Entertainment Stage, Fireworks Show, Carnival, Car Show, Arts and Crafts, and our very popular Non-profit food vendor row.

For more info, please [email](#) Chris E Rea, Office Manager

Event Sponsor Benefits	Fireworks, Parade, Car Show, Food Row, Arts & Crafts, Stage \$5,000 fee per Event (value over \$18k)	Scholarship Sponsor \$3,000 (value over 8k)	Tea Party Sponsor \$1,500 (value over \$3k)
Official Annual Lakefair Program Ads and/or Logos	½ Page Ad and Logo on Sponsor Page (value \$1500)	¼ Page Ad and Logo on Sponsor Page (value \$1025)	Logo on Sponsor Page (value \$225)
Logo w/link Recognition Year-Round on Website	2 (value \$2000)	2 (value \$2000)	2 (value \$2000)
Posts w/Linked Logos Recognition on Social Media	3 (value \$1500)	2 (value \$1000)	1 (value \$1000)
Your Brochures at Info Booth	✓	✓	✓
Use of our Lakefair Logos	✓	✓	✓
Radio Tags and Callouts	100% Inclusion (value \$5000)	30% Inclusion (value \$1500)	-
Banner(s) at Festival Area. You provide. We hang.	2 (value \$2000)	1 (value \$1000)	-
Street Pole Banner(s) along Parade Route. We provide. We hang.	2 (value \$2000)	1 (value \$1000)	-
Banner on Back Door of Traveling Float Trailer. You provide. We hang.	1 (value \$1000)	1 (value \$1000)	-
PSAs from Main Stage between Acts	2-3 PSAs/day (value varies 2k-3k)	-	-
Online & Print Press Release	(value \$2000)	-	-

ONE negotiable Food Row Space is available if previous year's event sponsor declines first rights
 This sponsor is usually the fireworks event sponsor and has extra benefits such as:
 Year-round website pop-up, shared full back cover of program, Facebook boosts w/posts
 An event sponsorship plus food row space fee is a minimum of 10k and is valued over 30k