



CAPITAL LAKEFAIR, INC

MARKETPLACE PARTNER 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! The Lakefair festival includes a Parade, Entertainment Main Stage, Fireworks Show, Carnival, Car Show, Arts and Crafts, and our very popular Non-profit Food Row.

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

Marketplace Partner Benefits	Gold \$5,000 (value ~ \$9k)	Silver \$3,000 (value ~ \$5k)	Bronze \$2,000 (value ~ \$3k)
10 x 10 Vendor Booth Space on Lakefair Row	1 (value \$800)	1 (value \$800)	1 (value \$800)
Logo w/link Recognition Year-Round on Website	1 (value \$1000)	1 (value \$1000)	1 (value \$1000)
Posts w/Linked Logos Recognition on Social Media	3 (value \$1500)	2 (value \$1000)	1 (value \$500)
Official Annual Capital Lakefair Program Ad and/or Logos	¼ Page Ad and Logo on Sponsor Page (value \$1250)	Logo Listed on Sponsor Page (value \$250)	Logo Listed on Sponsor Page (value \$250)
Use of our Lakefair Logos	✓	✓	✓
Capital Lakefair Grand Parade Commercial Entry	1 (value \$175)	1 (value \$175)	1 (value \$175)
Banner @ Festival Area. You provide. We hang.	2 (value \$2000)	1 (value \$1000)	0
Banner on Back Door of Traveling Float Trailer. You provide. We hang.	1 (value \$1000)	1 (value \$1000)	0
Street Pole Banners along Parade Route. We provide. We hang.	1 (value \$1000)	0	0
PSAs from Entertainment Stage between Acts (1 PSA/day)	1 (value \$1000)	0	0

Radio, Press Releases, Website Pop-ups, Facebook Boosts, Extras – See [Event](#) Sponsorship Opportunities