



2024
IRVINGTON
CRAB FESTIVAL
PRESENTED BY THE STEAMBOAT ERA MUSEUM

Charles

~~Laurel Taylor, Town Clerk
Town of Irvington~~

Saturday, September 21, 2024, is the date for the **Irvington Crab Festival**, hosted by the Steamboat Era Museum.

You were kind enough to be one of our sponsors last year, and we hope you will consider sponsoring again this year. Last year, you were a **Print Advertising Sponsor**.

The Crab Festival is the largest fund raiser for the Museum, thanks to our sponsors for the festival and donors to the raffle. The funds raised enable the Museum to provide education to the community by being open April – November, providing activities for children in the summer, hosting education groups for free, and expanding our exhibits.

Enclosed are the specific sponsorship opportunities, which are essentially unchanged from last year. Commit early to be the sponsor you would like to be!

If you are interested in being a sponsor, please complete the enclosed “Sponsorship Commitment” form. The Museum will need to receive funds (and logo files if appropriate) by June 30, 2024, to ensure we include you in all Crab Festival marketing materials.

If you have questions or concerns, please don’t hesitate to reach out.

Thank you for considering supporting the 2024 Crab Festival,

A handwritten signature in red ink, appearing to read 'Cay', with a long, sweeping flourish extending to the right.

Cay Bradley, crabfestival@steamboateramuseum.org

Candee Pevahouse

Candee Pevahouse, Museum Manager, shop@steamboateramuseum.org



2024 Crab Festival Sponsorship Opportunities on Saturday, September 21, 2024

Designated Sponsorships – Only one available at each level

Tent Sponsor - \$2,500

- ✓ “Tent sponsored by [your name or company name]” on tent and press releases.
- ✓ Plus, all the benefits listed below for Big Claw.

Souvenir Cups Sponsor - \$2,500

- ✓ Business logo imprinted on souvenir cups given to each attendee.
- ✓ Plus, all the benefits listed below for Big Claw.

Crab Mallets Sponsor - \$2,500

- ✓ Business logo imprinted on mallets given to each attendee.
- ✓ Plus, all the benefits listed below for Big Claw.

Radio Advertising Sponsor - \$1,250

- ✓ At the end of each Crab Festival radio ad “This ad is made possible by [your name or company name].”
- ✓ Plus, all the benefits listed below for Jimmie.

Print Advertising Sponsor - \$1,250

- ✓ At the end of each print ad specific to the Crab Festival “This ad is made possible by [your name or company name].”
- ✓ Plus, all the benefits listed below for Jimmie.

Social Media Sponsor - \$1,250

- ✓ Business name on all web advertising specific to the Crab Festival.
- ✓ Plus, all the benefits listed below for Jimmie.

Barbecue Sponsor - \$750

- ✓ Large sign next to the barbecue serving area.
- ✓ Plus, all the benefits listed below for the Soft Shell.

Hot Dog Sponsor - \$750

- ✓ Large sign next to the hot dog serving area.
- ✓ Plus, all the benefits listed below for the Soft Shell.

See next page for general sponsorships

General Sponsorships – More than one available at each level

Big Claw - \$2,000

- ✓ Four complimentary admissions to the festival.
- ✓ If requested, reserved seating for up to ten guests.
- ✓ Two 2-foot x 4-foot signs in the tent with company name and logo (if provided).
- ✓ Company name on the large sign outside the museum prior to the festival, provided commit prior to preparation of sign.
- ✓ Listing in the SEM annual report and thank you ad in the local newspaper.

Jimmie - \$1,000

- ✓ Two complimentary admissions to the festival.
- ✓ One 2-foot x 4-foot sign in the tent with company name and logo (if provided).
- ✓ Company name included on the large sign outside the museum prior to the festival, provided commit prior to preparation of sign.
- ✓ Listing in the SEM annual report and thank you ad in the local newspaper.

Soft Shell - \$500

- ✓ Two complimentary admissions to the festival.
- ✓ Plus, all the benefits listed below for the Old Bay Business Sponsor.

Old Bay - \$250 Business Sponsors

- ✓ Marketing materials provided by you (handouts, business cards, etc.) on table labeled “Support Our Outstanding Local Businesses” within the tent.
- ✓ Company name included on the large sign outside the museum prior to the festival and on sign inside tent, provided commit before preparation of sign.
- ✓ Listing in the SEM annual report and thank you ad in the local newspaper.

Old Bay - \$250 Individual Donors

- ✓ Four museum passes with Museum Shop discount of 20%
- ✓ Listing in the SEM annual report and thank you ad in the local newspaper.

If you are interested in a sponsorship, or have questions, please email crabfestival@SteamboatEraMuseum.org with a copy to shop@SteamboatEraMuseum.org.



2024 Sponsorship Commitment Form

_____ is committed to sponsoring the 2024 Crab Festival at the following level.
 [Sponsor Name]

Mark Here	Name of Sponsor Level	Amount
	Tent Sponsor (1 available)	\$2,500
	Lump Back Fin Sponsor	\$4,000
	Souvenir Cup Sponsor (1 available)	\$2,500
	Crab Mallet Sponsor (1 available)	\$2,500
	Big Claw Sponsor	\$2,000
	Print Advertising Sponsor (1 available)	\$1,250
	Social Media Sponsor (1 available)	\$1,250
	Jimmie Sponsor	\$1,000
	Barbecue Sponsor (1 available)	\$750
	Hot Dog Sponsor (1 available)	\$750
	Beer and Wine Sponsor (1 available)	\$750
	Soft Shell Sponsor	\$500
	Old Bay – Business	\$250
	Old Bay – Individual	\$250
	Additional Donation	

I understand that funds must be provided to the Steamboat Era Museum no later than June 30, 2024, to be included in all marketing materials. If funds are received after June 30, my sponsorship will be marketed in any new materials developed.

If my sponsorship includes complimentary admissions, I understand I will receive tickets from the Steamboat Era Museum by Friday, September 13, 2024. It is my responsibility to ensure the tickets are provided to the individuals who my company has selected to attend the Crab Festival for free. I understand additional tickets may be purchased on the Museum website or at the Museum when ticket sales to the public are open.

OVER for payment information

Payment Information

Enclosed is a check payable to the Steamboat Era Museum (or SEM)

Check Number: _____

I will mail a check, payable to the Steamboat Era Museum or SEM, so it is received no later than June 30, 2024

I authorize the Steamboat Era Museum to charge the amount of my sponsorship indicated on the other page to the following credit card, on June 30, 2024:

Credit Card Number: (enter in boxes below)

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Expiration Date on Credit Card:	
V. Code on Credit Card:	
Billing Zip Code:	

Promotional Material Information

Please indicate how you would like your sponsorship to be included in all materials. If appropriate for your sponsorship level, please email your company logo to crabfestival@SteamboatEraMuseum.org and copy shop@SteamboatEraMuseum.org.

Contact Information

Name _____

Preferred Phone Number _____

Preferred Email _____