

2026 Festival Sponsorships



Town of Swansboro



601 West Corbett Ave.

910-326-2600

swansborofestivals.com

Dear Prospective Sponsor:

The Town of Swansboro is excited to prepare for another successful festival season in 2026 and invites you to partner with us as a sponsor of our four signature annual events: Arts by the Sea, Independence Day Celebration, Swansboro Mullet Festival of North Carolina, and Christmas Flotilla.

These beloved festivals are cornerstone events in our community, welcoming more than 40,000 attendees each year. Sponsorship provides your business with meaningful visibility while supporting events that bring residents and visitors together to celebrate culture, tradition, and community pride.

Why Sponsor Swansboro Festivals?

Strong Brand Visibility

Our festivals attract large, diverse audiences. Sponsors receive recognition through event signage, promotional materials, and digital marketing, providing valuable exposure throughout the year.

Community Connection

Your support helps make it possible to offer free, family-friendly activities, live entertainment, and memorable experiences for all ages, strengthening Swansboro as a vibrant place to live, work, and visit.

Targeted Marketing

Each festival reaches a unique audience, allowing your business to connect with families, art enthusiasts, music lovers, and visitors who value local businesses and community involvement.

Networking and Brand Loyalty

Sponsorship offers opportunities to engage directly with attendees and fellow partners. These interactions help build trust, strengthen brand loyalty, and foster long-lasting relationships within the community.

We offer multiple sponsorship levels to accommodate businesses of all sizes and budgets. Every sponsor, large or small, plays an important role in the success of these events.

By sponsoring Swansboro's festivals, you are investing in the community while building positive brand recognition and goodwill. We appreciate your consideration and look forward to the opportunity to work together in 2026.

Warm regards,

Anna Stanley

Anna Stanley, Parks and Recreation Director

Town of Swansboro

910-326-2600

astanley@ci.swansboro.nc.us

Sponsorship Opportunities

SWANSBORO FESTIVALS

The Swansboro Parks and Recreation Department is proud to offer sponsorship opportunities for businesses seeking to increase visibility, strengthen brand recognition, and connect with the local community throughout Eastern North Carolina.

Why Become a Sponsor?



Increase Brand Visibility

Promote your business through event signage, marketing, and digital medial.



Connect with New Customers

Engage with new audiences at Swansboro's top events.



Align with Community Traditions

Support cherished family-freindly festivals

★ Signature Events

- ★ Arts by the Sea
- ★ Independence Day Celebration
- ★ Swansboro Mullet Festival of North Carolina
- ★ Swansboro Christmas Flotilla



Thousands gather in Downtown Swansboro for our annual community festivals



Family-friendly events for all ages

Your Impact as a Sponsor



40,000+ Attendees Annually



Funds Community Events



Strengthens Community Connections

Did You Know?

Our festivals are free to attend thanks to the support of local sponsors.

ARTS by the Sea



Arts by the Sea is a premier fine arts and crafts festival held annually on the second Saturday in June in historic downtown Swansboro.

This juried show features some of the finest artists and crafters from across the Southeast, transforming Swansboro's downtown streets into a vibrant, open-air gallery. Guests can explore an impressive variety of handcrafted works while enjoying the charm of Swansboro's waterfront setting.

Featured mediums include pottery, jewelry, paintings, stained glass, fiber art, wood carvings, photography, sculpture, metalwork, and many others, making this event a favorite for art enthusiasts and casual shoppers alike.



Attendance:

Arts by the Sea draws crowds throughout the day as visitors line the downtown streets to browse vendor booths and enjoy the waterfront atmosphere. The festival attracts up to 6,000 attendees, including Swansboro residents and visitors from surrounding communities.

This free public event features live local entertainment throughout the day at the Harry C. Pugliese "Pug" Pavilion, creating an all-around enjoyable experience for guests of all ages.



Each year, the festival also hosts a Wine Tasting and Taste of the Town from 4:00-7:00 p.m. This popular, ticketed experience highlights local flavors and adds to the festival's lively atmosphere.

Target Market

- All Ages
- Families
- Arts & Crafts Shoppers



Independence Day Celebration



Patriotic Pride • Live Music • Waterfront Views



Experience the magic and wonder as Swansboro's night sky comes alive with a dazzling fireworks display set against our picturesque waterfront. This beloved Independence Day Celebration is an evening filled with live musical entertainment, excitement, awe, and patriotic pride.

From the breathtaking fireworks show to high-energy performances, thousands of residents and visitors gather to celebrate America's birthday in one of the most scenic settings along the coast.

Swansboro's waterfront provides the perfect backdrop for this memorable holiday tradition, creating an unforgettable experience for families, friends, and visitors of all ages.

Happy Birthday America!



Target Market

- All Ages
- Families
- Proud Patriots

Attendance:

The Independence Day Celebration attracts approximately 10,000 patrons and visitors each year, making it one of Swansboro's largest and most anticipated events.

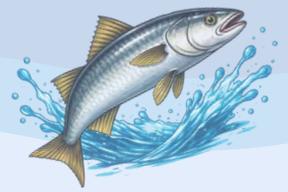
Guests enjoy an evening of live music, and a spectacular fireworks finale that lights up the waterfront and brings the community together in celebration.



Swansboro

Mullet Festival

of North Carolina



Celebrating 72 Years of Tradition • Downtown Swansboro



Help us celebrate the 72nd Anniversary of the Swansboro Mullet Festival—first held in 1954 and proudly recognized as the oldest festival on the Crystal Coast. The Mullet Festival is a lively, family-friendly street fair that celebrates Swansboro's roots as an original fishing town. This beloved tradition features arts and crafts vendors, a parade, children's activities, food, and live entertainment, creating an atmosphere that is both welcoming and full of hometown charm.



Attendance:

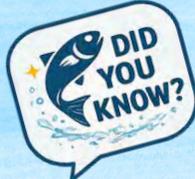
Held annually on the second weekend in October, the Swansboro Mullet Festival attracts approximately 20,000 visitors, including local residents and guests from across the region.

Attendees are drawn to the festival's authentic coastal character, where they can experience Swansboro's maritime heritage while enjoying a weekend full of entertainment and activities. The festival's rich traditions and engaging atmosphere make it a standout event along the southeastern coast of North Carolina.



Festival Highlights & Activities

- Mullet Toss
- Blessing of the Fleet
- Parade
- Kid's Area
- Arts & Crafts Vendors
- Food Vendors
- Mullet Dinners
- Live Music Bands



The Swansboro Mullet Festival is the longest-running festival on the Crystal Coast, celebrating over seven decades of coastal tradition.

Target Market

- All Ages
- Families
- Seafood Lovers



Christmas Flotilla



During the holiday season, spectators gather along Swansboro's scenic waterfront to experience the magic of the annual Christmas Flotilla. This beloved nighttime event features a parade of beautifully decorated boats illuminated with festive lights as they travel down the White Oak River, creating a breathtaking holiday display.

Families and visitors enjoy live holiday music, seasonal activities, and a visit from Santa Claus, who arrives at the Harry C. Pugliese "Pug" Pavilion following the parade. The Christmas Flotilla has become one of Swansboro's most cherished traditions, offering a warm, family-friendly way to celebrate the spirit of the season while showcasing the town's waterfront charm.



Target Market

- All Ages
- Families
- Holiday Spirit Seekers



Attendance:

The Christmas Flotilla attracts approximately 5,000–7,000 attendees, drawing families from Swansboro and surrounding communities—particularly those with young children seeking a festive holiday experience.

<i>Sponsor Levels</i>	<i>Sponsor Benefits</i>
<p><i>Admiral</i> <i>\$7,500</i></p>	<ul style="list-style-type: none"> • Title Sponsor: Business name incorporated within all festival event titles (“Business Name Festival Name”) • First right of refusal • Inclusion in all TV broadcast commercials (minimum of two festivals) • Inclusion in all radio advertising: \$6,000 value • Inclusion in all media buys/promotions/digital/print advertisement: \$10,000 value • Recognition in all press releases • Business logo on all advertisements (flyers, posters, and social media) • Business logo on Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Personalized social media feature • Exhibit space at Mullet Festival, organizer must be notified by April 1, 2026 • Sponsor recognition throughout festival entertainment • Event signage at stage area (sponsor provided) • Business logo on all festival banners • Business logo on T-shirts • Mullet Festival T-shirt (8) + 12 VIP PASSES • Reserved space in the 2026 Mullet Festival Parade
<p><i>Captain</i> <i>\$5,000</i></p>	<ul style="list-style-type: none"> • Inclusion in radio advertising: \$6,000 value • Inclusion in promotions/print/digital advertisement: \$5,000 value • Recognition in press releases • Business logo on flyers, posters, T-shirts, and festival banners • Business logo on Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Personalized social media feature • Exhibit space at Mullet Festival, organizer must be notified by April 1, 2026 • Sponsor recognition throughout festival entertainment • Event signage at stage area (sponsor provided) • Mullet Festival T-shirt (6) + 10 VIP PASSES • Reserved space in the 2026 Mullet Festival Parade
<p><i>First Mate</i> <i>\$2,500</i></p>	<ul style="list-style-type: none"> • Inclusion in promotions/print/digital advertisement: \$3,700 value • Business logo on flyers, posters, T-shirts, and festival banners • Prominent logo placement on our home and event pages for one event year • Recognition in press releases • Personalized social media feature • Exhibit space at Mullet Festival, organizer must be notified by April 1, 2026 • Sponsor recognition throughout festival entertainment • Event signage of your business throughout festival area (sponsor provided) • Mullet Festival T-shirt (4) + 8 VIP PASSES • Reserved space in the 2026 Mullet Festival Parade

<i>Sponsor Levels</i>	<i>Sponsor Benefits</i>
<p><i>Quartermaster</i> \$1,000</p>	<ul style="list-style-type: none"> • Inclusion in promotions/print advertisement • Business logo on flyers, posters, T-shirts, and festival banners • Business logo Swansboro Festivals and Parks and Recreation website • Prominent logo placement on our home and event pages for one event year • Exhibit space at Mullet Festival, organizer must be notified by April 1, 2026 • Sponsor recognition throughout festival entertainment • Mullet Festival T-shirt (2) + 6 VIP PASSES
<p><i>Boatswain</i> \$500</p>	<ul style="list-style-type: none"> • Business name on flyers, posters, T-shirts, and festival banners • Business name on Swansboro Festival website • Sponsor recognition throughout festival entertainment • Festival T-shirt (1) + 4 VIP PASSES
<p><i>Pirate</i> \$250</p>	<ul style="list-style-type: none"> • Business name on flyers, posters, T-shirts, and festival banners • Business name on Swansboro Festival website • Sponsor recognition throughout festival entertainment • 2 VIP PASSES

Sponsorship Forms

Sponsor Agreement 2026

Name of Company, Institution, or Individual (as you wish it to appear on printed materials):

Contact Person:

Email:

Phone:

Address (City, State, & Zip Code):

Website:

Festival Event Sponsorship: CHECKS MADE PAYABLE TO: TOWN OF SWANSBORO

Sponsor Level Chosen:	___ \$7,500 Pending	___ \$5,000	___ \$2,500
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___ \$1,000	___ \$500	___ \$250	
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Type of Sponsorship:	___ Monetary	___ In-Kind	___ Combination
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Type of In-Kind Sponsorship:	<input type="checkbox"/> Food/Beverage	<input type="checkbox"/> Service	
	<input type="checkbox"/> Materials/Supplies	<input type="checkbox"/> Other	

Description of In-Kind Contribution:

Estimated Market Value:

If you wish to designate a portion of your donation to Flotilla boat prizes, please specify amount here:

Sponsorship Agreement

I/We agree to the sponsorship agreement above for the 2026 Swansboro Festivals.

Signature

Date

Print Name

Title

**Mail checks to the Town of Swansboro Attn: Parks and Recreation
601 West Corbett Ave, Swansboro, NC 28584**

THANK YOU FOR YOUR GENEROUS SUPPORT!

FOR OFFICE USE ONLY:

PAYMENT received: ___ LOGO received: ___ MULLET APP received: ___

BANNER received: ___ PARADE APP received: ___ T-SHIRT SIZES received: ___

WEBSITE posted: ___ AD included: ___ RADIO included: ___ TV included: ___

2026 Sponsor Deadlines and Information Needed

Please keep a copy for your records

Deadlines:

- Print-ready logo image to be emailed to astanley@ci.swansboro.nc.us by April 15, 2026
If desired, Mullet Festival exhibit space applications to be sent by April 1, 2026
(Please note space is limited and cannot be guaranteed if application is not received by April 1, 2026)
- Sponsor-provided banner to be sent to Park by May 15, 2026

___ \$7,500 Admiral Level Sponsorship (Title) **PENDING**

___ Sizes for 8 Mullet T-shirts: ___ & ___ & ___ & ___ & ___ & ___ & ___

___ If desired, Mullet Festival Parade Application to be sent by September 1, 2026

___ \$5,000 Captain Level Sponsorship

___ Sizes for 6 Mullet T-shirts: ___ & ___ & ___ & ___ & ___

___ If desired, Mullet Festival Parade Application to be sent by September 1, 2026

___ \$2,500 First Mate Level Sponsorship

___ Sizes for 4 Mullet T-shirts: ___ & ___ & ___

___ If desired, Mullet Festival Parade Application to be sent by September 1, 2026

___ \$1,000 Quartermaster Level Sponsorship

___ Sizes for 2 Mullet T-shirts: ___ & ___

___ If desired, Mullet Festival Parade Application to be sent by September 1, 2026

___ \$500 Boatswain Level Sponsorship

___ Size for 1 Mullet T-shirt: ___

We will make every effort to have all sponsors listed for all events, however, logos received after posted deadlines cannot be guaranteed for inclusion in marketing.

The Swansboro festivals are managed by the Town of Swansboro and the Parks and Recreation Department, with support from dedicated employees and volunteers. These events provide safe, family-friendly, seasonal celebrations that foster community pride, civic involvement, and a vibrant multicultural and artistic atmosphere.

Thank you