



World's Fair Park Performance Lawn July 19 - 21, 2024



2024 In-Kind

Sponsorship Opportunities

www.knoxvillesaltydogseafoodfestival.com



ABOUT THE FESTIVAL



Thank you for taking the time to review this in-kind sponsorship proposal for the Knoxville Salty Dog Seafood Festival.

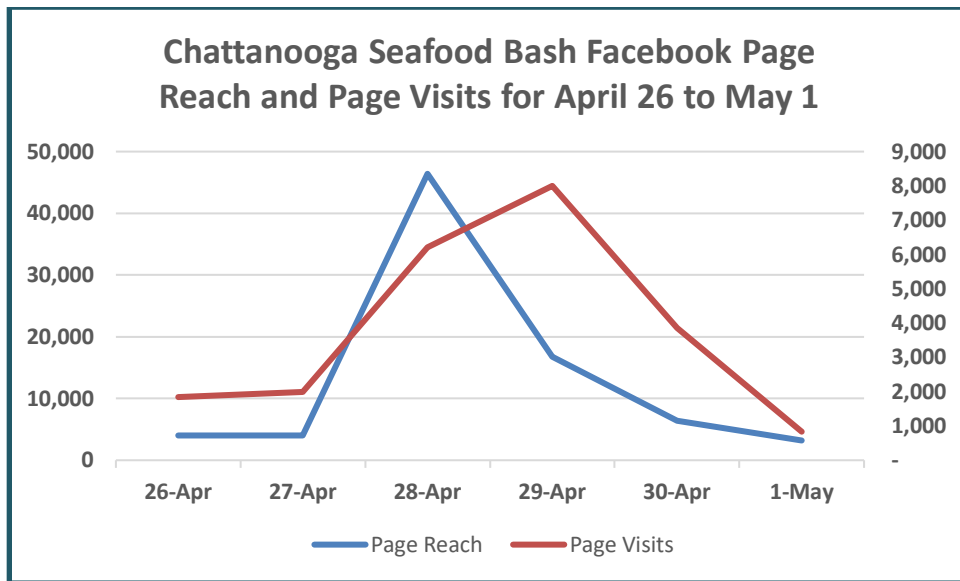
Sponsoring the Salty Dog Seafood Festival (SDSF) gives your business the opportunity to get your name in front of thousands of people, to be associated with great food and music, and be known for helping to bring the summer's best event to Knoxville.

This new and exciting seafood festival will take place at the World's Fair Park Performance Lawn in downtown Knoxville in the shadow of the Sunsphere. The Salty Dog Seafood Festival is family friendly with an admission charge of \$10.00. Attendance at a similar festival in Chattanooga in April 2023 was estimated to be 77,000. Visitors came from 47 states including Hawaii, California, Maine, and Florida, and Canada. The Chattanooga Seafood Bash Facebook page data showed shares across the United States as well as Canada, Guatemala, Mexico, Nigeria, the Philippines, and Singapore.

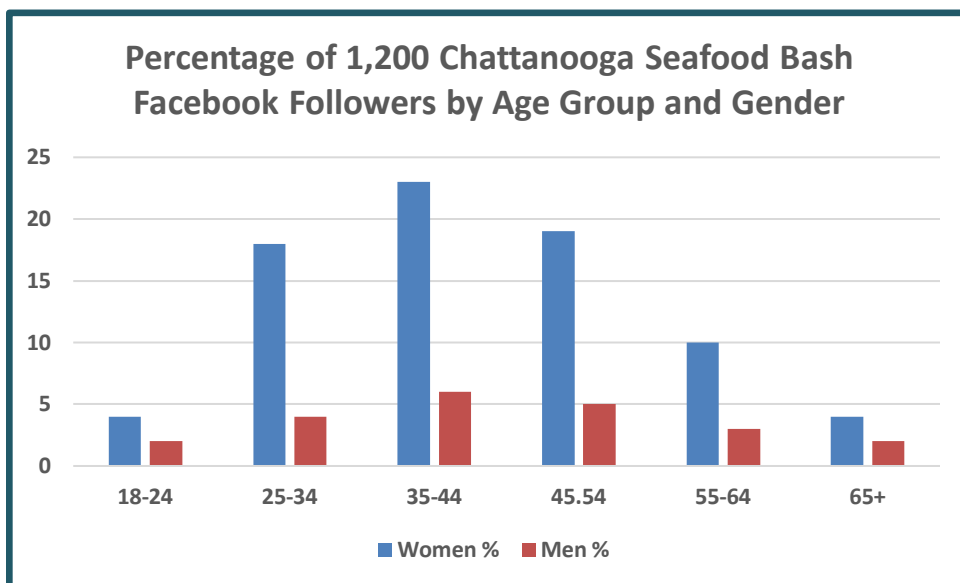
**Number of Zip Codes Represented at CSB 2023
(Note: Represents only 10% of Bash Attendees using one ID Station. Stats from the second one are not available.)**

GA	3,476
TN	2918
FL	257
NC	226
AL	93
SC	52
CA	47
TX	35
VA	34
IN	33
NY	32
NJ	30
PA	29
OH	26
IL	25
MI	24
KY	23
MS	20
WA	18
AZ	14
WI, CO	12
LA	11
MO	10
OR	9
MA	6
MD, SD, AR	5
NH, CT, WV	4
IA, MN, NV, AK, Canada	3
VT, D.C., MT, KS	2
ME, DE, NE, OK, ID, UT, HI	1

The Chattanooga Seafood Bash On The River 2023 was held on April 28-30 and used Facebook to advertise Bash activities, vendors, and entertainment. Analysis of Facebook page reach and page visit data showed tremendous growth between April 27 and April 29, and shows the excitement brought by the Bash to Chattanooga. Page reaches increased by 42,000 in 24 hours, and page visits rocketed by 6,000 visits over a two-day period. Facebook users in Chattanooga represented 38.8% of the page visits with another 20.7% within 70 miles of Chattanooga. Facebook page visits increased from about 1,700 on April 26 to 8,000 on April 29. The salty Dog Seafood Festival will generate the same excitement for this new event that will bring fresh seafood, music, and fine arts and crafts to Knoxville.



As the Bash grew closer, new Facebook followers grew to nearly 700. Post reaches totaled 108,500, within the last 90 days since mid-February 2023. This is an increase of 18,900% over the prior 90 days.



All of these data point to a significant interest in the Chattanooga Seafood Bash On The River. We planned on between 12,000-15,000 attendees. The Chattanooga Police Department estimated the crowd at about 77,000, with a steady influx of attendees from the opening on Friday to closing on Sunday afternoon.

KNOXVILLE SALTY DOG SEAFOOD FESTIVAL



The Knoxville Salty Dog Seafood Festival (SDSF) is promoted by Robin Roberts Promotions, who is known for award-winning seafood festivals in locations not generally known for seafood like the North Georgia Mountains, metropolitan Atlanta, and Chattanooga. The North Georgia Highlands Seafood and Wine Festival has been recognized by the Southeast Tourism Society as a top 20 event for the past three years and has been recognized as a top 200 event nationally in 2023 by Sunshine Artist Magazine. So why not be a part of a similar successful seafood festival in downtown Knoxville?

IN-KIND SPONSORSHIP OPPORTUNITIES

Bringing the Salty Dog Seafood Festival to Knoxville is not a trivial activity. We need support from key leaders in the public sector and the business community to accomplish a successful festival. Sponsoring the SDSF allows us to bring in the best fresh seafood and music that will bring in the visitors and provide the necessary logistics to handle a large crowd, while providing you with valuable promotional and on-site exposure to the most influential demographic in the area. It forever associates your name with the SDSF and solidifies the understanding of our audience that help you make it happen.



IN-KIND SPONSORSHIP PACKAGES

In-kind sponsorship packages are available for businesses and supporters from the local community, with a wide range of access levels that deliver a premier experience at the SDSF. Here are the package plans we have assembled that offer maximum value-added benefits for additional visibility.

All in-kind sponsorship packages include a proportionate benefit of the following:

- Inclusion in area newspapers and magazines
- Active sponsor link on the SDSF website
- Name or logo on SDSF posters and rack cards
- Sponsor banner placement near the Stage
- Inclusion in SDSF Social Media mentions

In-kind sponsorship levels Admiral, Vice Admiral, Rear Admiral, and Captain have the following add-on options:

- 10 x 15 Business booth in the park

ADMIRAL: \$20,000 (LIMIT 1)

- Representation as the “Knoxville Salty Dog Seafood Festival brought to you by <your brand>” in logos and/or text in all SDSF marketing and collateral materials.
- Exclusive sponsor for your industry
- Opportunity for two judges from sponsor to judge the best seafood contest, and present the awards to the winners
- Eight tickets to the VIP reception on Friday
- Eight passes to the VIP tent which has reserved seating for dining near the stage and a private bar

VICE ADMIRAL: \$15,000 (LIMIT 1)

- Main Stage naming rights
- Sponsor exclusivity for your industry
- Opportunity for two judges from sponsor to judge the best seafood contest
- Six tickets to the VIP reception on Friday
- Six passes to the VIP tent which has reserved seating for dining near the stage and a private bar

REAR ADMIRAL: \$10,000 (LIMIT 2)

- Naming rights to choice of non-stage sites at the festival (i.e. Kid Zone or Beer and Wine Garden)
- Sponsor exclusivity for your industry
- Opportunity for one judge from sponsor to judge the best seafood contest
- Four tickets to the VIP reception on Friday
- Four passes to the VIP tent which has reserved seating for dining near the stage and a private bar



IN-KIND SPONSORSHIP PACKAGES, Cont.

CAPTAIN: \$7,500

- Two tickets to the VIP reception on Friday
- Two passes to the VIP tent which has reserved seating for dining near the stage and a private bar

COMMANDER: \$5,000

- Two tickets to the VIP reception
- Two passes to the VIP tent which has reserved seating for dining near the stage and a private bar

LIEUTENANT COMMANDER: \$2,500

- Two passes to the VIP tent which has reserved seating for dining near the stage and a private bar

LIEUTENANT: \$1,000

- Two passes to the VIP tent which has reserved seating for dining near the stage and a private bar

Please consider becoming an in-kind sponsor of the inaugural Salty Dog in 2024. Completing and submitting the following documents will make your business a part of the 2024 Knoxville Salty Dog Seafood Festival.

KNOXVILLE SALTY DOG SEAFOOD FESTIVAL
World's Fair Park Performance Lawn, July 19-21, 2024

IN-KIND SPONSORSHIP AGREEMENT

Level of Sponsorship
\$20,000 Admiral
\$15,000 Vice Admiral
\$10,000 Rear Admiral
\$ 7,500 Captain
\$ 5,000 Commander
\$ 2,500 Lieutenant Commander
\$ 1,000 Lieutenant



VALUE OF IN-KIND SPONSORSHIP _____ **DATE** _____

Description of In-Kind Sponsorship _____

SPONSOR COMPANY _____

CONTACT NAME _____

BUSINESS ADDRESS _____

DAY OF EVENT CONTACT AND PHONE _____

DAY OF EVENT EMAIL _____

WEBSITE _____

FACEBOOK _____

MAIL FORM TO: Robin Roberts Promotions, LLC ATTN: SDSF 101 Roberts Mountain Road Blairsville, GA 30512	E-MAIL LOGO ART TO: robinrobertspromotionsllc@gmail.com	PLEASE READ, SIGN, AND SEND ATTACHED TERMS & CONDITIONS ALONG WITH THIS FORM.
---	---	--

SPONSOR SIGNATURE _____

YOUR SPONSORSHIP REPRESENTATIVE _____

NAME _____ **PHONE** _____

EMAIL _____

For further information, please contact Robin Roberts, at 706-897-6179 or robinrobertspromotionsllc@gmail.com

KNOXVILLE SALTY DOG SEAFOOD FESTIVAL

IN-KIND SPONSORSHIP TERMS AND CONDITIONS

Pursuant to the terms described below, you (“you” or “Sponsor”) agree to enter into an in-kind sponsorship agreement with Robin Roberts Promotions, LLC (“RRP”) for the July 19 - 21, 2024 Knoxville Salty Dog Seafood Festival (“SDSF”).

In consideration of the agreements, representations and obligations stated here, including those in the SDSF in-kind sponsorship opportunities brochure, which is part of this agreement, (collectively the “In-Kind Sponsorship Agreement”)—and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—each of us, intending to be legally bound, have entered into this In-Kind Sponsorship Agreement.

1. TERM: The term of the In-Kind Sponsorship Agreement commences on the date signed by Sponsor (the “effective date”) and shall expire on July 21, 2024 (the “Term”).

2. SPONSORSHIP FEE: As a SDSF sponsor at the _____ level, the Sponsor shall pay to “RRP” a non-refundable sponsorship fee of \$0.00 (In-Kind), payable within thirty (30) days of the effective date. Payments shall be made in US dollars, by check made payable to “Robin Roberts Promotions, LLC” or credit card (information supplied on signed “Sponsorship Agreement”) and mailed or delivered to 101 Roberts Mountain Road, Blairsville, GA 30512.

3. ADVERTISING AND SPONSORSHIP BENEFITS: The Sponsor will receive the benefits attributable to chosen sponsorship level, as set forth in the In-Kind Sponsorship brochure.

4. SIGNAGE: Except as otherwise agreed by the parties, Sponsor shall be responsible for any and all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any signage at the SDSF. RRP may reject, in its reasonable discretion, any signage or element thereof that it deems unsuitable in content or format for the space designated to Sponsor.

5. SPONSOR MATERIALS: Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this In-Kind Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).

6. SPONSOR PERSONNEL: Sponsor shall ensure that all Sponsor personnel will follow the rules and instructions provided by representatives of RRP, on site at the SDSF or otherwise, in connection with this In-Kind Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).

7. FORCE MAJEURE: Sponsor acknowledges and agrees that the SDSF is subject to cancellation in the event of inclement weather, or other force majeure event, as determined in the reasonable discretion of RRP. Accordingly, any sponsorship benefits to be provided on the day of the SDSF may be withdrawn in the event that the SDSF is canceled. RRP shall have no liability to Sponsor in the event of such cancellation of SDSF, and no portion of the Sponsorship Fee shall be refunded.

8. INDEMNIFICATION: Sponsor agrees to indemnify, defend and hold harmless RRP and its directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage.

Sponsor further agrees to reimburse any RRP indemnitee for any and all losses, damages, liabilities, costs or expenses (including reasonable attorneys’ and professionals’ fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether or not pending or threatened, and whether or not any RRP Indemnitee is a party).

9. INSURANCE: [Applies ONLY to sponsors that will have a display or booth at the festival site. Cross this section out if it does not apply.]

Sponsor warrants and represents that it has (or will secure prior to the SDSF and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term:

(a) Workers’ compensation insurance in compliance with statutory laws.

(b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate.

(c) Umbrella liability insurance, in excess of (b) above, with minimum limits of: \$2 million per occurrence and \$2 million general aggregate.

10. MISCELLANEOUS. In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid, illegal or unenforceable, the affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute one and the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

ACCEPTED FOR THE SPONSOR

Signature: _____

Name: _____

Title: _____

Date: _____

Address: _____

Telephone: _____

Email: _____

FOR ROBIN ROBERTS PROMOTIONS, LLC

Signature: _____

Name: _____

Title: _____

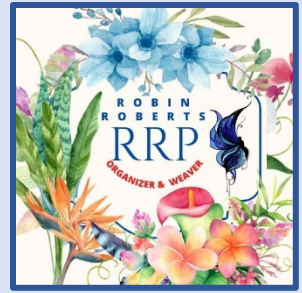
Knoxville Salty Dog Seafood Festival has Partnered with the

LITTLE PONDEROSA ZOO AND RESCUE



About Robin Roberts Promotions LLC

Having done indoor and outdoor fine arts and crafts festivals for sixteen years, Robin Roberts Promotions LLC expanded into doing award-winning seafood festivals about 8 years ago in locations not generally known for



seafood like the North Georgia Mountains, metropolitan Atlanta, Chattanooga, and now Knoxville. The North Georgia Highlands Seafood and Wine Festival has been recognized by the Southeast Tourism Society as a top 20 event for the past three years and has been recognized as a top 200 event nationally in 2023 by Sunshine Artist Magazine. The Powder Springs (GA) Bringing The Sea To The Springs Seafood Festival was recognized as a southeastern Top 20 event in 2023 as well. The inaugural 2023 Chattanooga Seafood Bash On the River was an overwhelming success with an estimated crowd of 77,000 over the three-day Bash.

Each seafood festival incorporates something new every year, but maintains the variety of great food, quality live music from varied genres, and hand-made art and crafts. The family-friendly events feature a kids' area, beer on tap and wineries, VIP tents, beer and wine gardens with handcrafted whiskey barrel furniture, and a patriotic opening ceremony. A local charity receives proceeds from silent auctions, vendor sales, or special fund-raising activities at each festival.



So join us at a seafood festival near you. You will not go away hungry, skilled musicians will get your toes tapping, and you'll find original arts and crafts sold by the crafter who made them.



"It was a great festival! Nice park and facilities with a great view. Robin always puts on a great show." Facebook May 1, 2023

"What a nice event. We enjoyed ourselves." From Facebook, April 26, 2023

"We really enjoyed the music!",
From Facebook, May 8, 2023

