

Key West Lobsterfest 2026 Sponsorship Proposal

Overview: Invest in Key West's Biggest Summer Celebration

Key West Lobsterfest is the premier summer event, drawing thousands of seafood enthusiasts, tourists, and locals to celebrate the highly anticipated annual opening of the Florida Spiny Lobster season.

As a sponsor, your organization gains maximum visibility during a five-day extravaganza (August 5th – 9th, 2026) that includes the Official Lobster Boil, a massive Duval Street Fair & Free Concert, pub crawls, and special dining experiences.

Our Mission: A portion of the proceeds from Key West Lobsterfest proudly supports the **Key West High School Scholarship Fund**, directly investing in the future of our local "Conch" community. Partnering with us demonstrates a deep commitment to both community and commerce.

2026 Sponsorship Tiers and Benefits

Feature	Title Tier	Premier Tier	Gold Tier	Silver Tier	Community Tier
Investment	\$25,000	\$15,000	\$7,500	\$3,000	\$1,000
Naming Rights	Exclusive Title Sponsor (e.g., "The [Sponsor] Lobsterfest")	Exclusive Premier Sponsor	Presenting Sponsor	Official Event Sponsor	Community Supporter
Street Fair Booth	Premier 40' x 10' Space + Power/Water Access	Premier 20' x 10' Space in High-Traffic Zone	Prime 10' x 10' Space	Standard 10' x 10' Space	N/A (Name only)
Logo Placement	Largest, Center Placement on ALL materials	Large, Prominent on ALL materials	Large on all materials	Standard on print/digital materials	Logo on "Thank You" banner/page
Event Merchandise	Logo on Official T-Shirt, largest size + Logo on official koozie	Logo on Official T-Shirt, largest size	Logo on Official T-Shirt	Logo on Official T-Shirt, smaller size	N/A
Digital Presence	Dedicated homepage takeover, exclusive	Dedicated banner ad on website homepage	Prominent logo on website and	Logo on website and social media mention	Listed on Sponsor Page

	social campaign	and social media campaign	social media post		
Media Mentions	Exclusive Title Mention in ALL official media	Featured in all press releases and interviews	Mentioned in all press releases	Included in promotional material list	N/A
VIP Hospitality	10 VIP Tickets to the Lobster Boil & Pub Crawl	6 VIP Tickets to the Lobster Boil & Pub Crawl	4 VIP Tickets to the Lobster Boil & Pub Crawl	N/A	N/A
On-Site Signage	Exclusive Naming Rights for Main Concert Stage	Exclusive banner placement at the Lobster Boil Venue	Prominent Banner at the Pub Crawl Check-in	Inclusion on general sponsor banner signage	Mentioned on Community Banner

Sponsorship Value Highlights

Title Tier (Exclusive Title Sponsor)

- **Ultimate Exposure:** Your company name is synonymous with the entire five-day festival. Includes naming rights for the Main Concert Stage.
- **Exclusive Product Feature:** Your product(s) will be exclusive for Street Fair vendors and Featured at all events
- **Executive Access:** 10 VIP passes and exclusive access to high-profile event organizers and partners.

Premier Tier (Exclusive Premier Sponsor)

- **Exclusive Product Feature:** Your product(s) will be exclusive for Street Fair Vendors and Featured at all events
- **Maximum Impact:** High-level branding across all core events and materials.
- **Featured Stage Presence:** Opportunity for a company representative to speak at the Main Stage during the Duval Street Fair Free Concert.
- **Direct Engagement:** Prime location for direct sales/marketing during the Street Fair.

Gold Tier (Presenting Sponsor)

- **High Visibility:** Strong branding across major festival components, including the kickoff Lobster Boil.
- **Targeted Reach:** Excellent opportunity to reach thousands of high-engagement attendees throughout the weekend.

Silver Tier (Official Sponsor)

- **Foundation Branding:** Cost-effective way to align your brand with a beloved community event and its charitable mission.
- **Merchandise Inclusion:** Guaranteed logo placement on the sought-after official Key West Lobsterfest T-shirt.

Community Tier (Community Supporter)

- **Local Commitment:** Perfect for local businesses looking to demonstrate support for the scholarship fund and gain basic brand visibility online and on-site via group signage.

Next Steps

We are eager to customize a partnership that best meets your marketing objectives. Spaces are limited, especially for the Title Tier.

Please contact us to secure your sponsorship and join the celebration!



Sponsorship Coordinator

Email: info@keywestlobsterfest.com

Phone: (305) 998-8599