



# Swansboro Parks & Recreation Advisory Board Agenda

**Town of Swansboro**  
Wednesday, February 19, 2025

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## **I. Call to Order & Roll Call**

## **II. Adoption of Minutes**

### **a. November 20, 2024 Regular Meeting**

## **III. Reports**

### **a. Monthly Reports**

December and January

### **b. Upcoming Programs/Events**

### **c. Updates**

Pickleball Courts

## **IV. New Business**

### **a. 2025 Sponsorship Packet**

### **b. 2025-26 Annual Budget**

Capital Improvement Projects

Staff

### **c. Swansboro Tourism Development Authority Grant Request**

Swansboro Festivals

Piratefest

## **V. Old Business**

### **a. ARP Updates**

## **VI. Comments**

## **VII. Adjournment**

**Next Meeting March 19, 2025, 5:30 PM**

**Town of Swansboro**  
**Swansboro Parks & Recreation Advisory Board**  
**Meeting Minutes November 20, 2024**

Item II - a.

- I. Call to Order & Roll Call-** The Swansboro Parks and Recreation Board met at the Swansboro Recreation Center for a regular board meeting on Wednesday, November 20, 2024. Deb Pylypiw called the meeting to order at 5:30 p.m.

Members present were Jenifer Steele, Lawrence Abalos, Debra Pylypiw, Matthew Prane, Debbie Harnatkiewicz and Elena Messenger. Anna Stanley and Sara Elliott were present on behalf of the Town.

**II. Adoption of Minutes**

- a. September 18, 2024, Meeting Minutes- The board reviewed the meeting minutes from September 18, 2024. Matthew P. made a motion to approve the minutes, Elena M. seconded the motion, and the meeting minutes were unanimously passed.

**III. Reports**

- a. **Monthly Report-** Director Stanley said that the October and November monthly reports were in the packet and asked if there were any questions. Elena M. asked if there was any reason for the increase in engagement and views on social media. Director Stanley responded that it was likely due to Mullet Festival since we post consistently beforehand. Matthew P. asked if the board could see what the festival brings in and how the budget works for the festivals. Director Stanley said it would have to be a public records request but will see if it is something she can release to the public. Deb P. stated that the main income for festivals would be vendor fees, which is stated in the report. Director Stanley also mentioned that festival sponsorships start in the new year so it will be in the upcoming year's reports. Matthew P. was interested in knowing if the festivals supported themselves, which Director Stanley responded, they do not, which is why we have sponsors and grants. Director Stanley stated that you can look at the budget online which is the revenue and expense of the festivals, but it is from July-June rather than the calendar year. Matthew P. asked if the money brought in by the festivals would go directly to support Parks and Recreation. Director Stanley said it is put into general funds just like everything else we get. There were no other questions about the monthly report.

- b. **Upcoming Programs/Events-**Sara E. reviewed upcoming programs

December- Parks and Recreation are offering POUND and Tai Chi. Instructor Harold and Sara E. have discussed offering another time for Tai Chi that could accommodate full-time workers. But the current program did fill in a week and had 7 on the waitlist so the current time at 2 PM will stay. Parks & Recreation are also offering Holiday Wreath class, and new Handmade Holidays which are new

different themed crafts. The first one was last night and went very well. SantaFest is on December 7<sup>th</sup> and Parks & Recreation are looking for volunteers to help with the event. Police Officer Ben, and Town Hall Admin Jackie, have volunteered to be our Santa and Mrs. Claus for the event. Lighthouse Realty is sponsoring the event. We will have hayrides provided by the mayor, hot cocoa and popcorn bar, games, crafts, and pictures with Santa and Mrs. Claus. Since we had more participants at Halloweenie Roast, Parks & Recreation is expecting a larger turnout than last year for SantaFest. Deb H. asked if we were making money on our programs and Sara E. responded that yes, we always stay in the black. With our kids' programs, we can reuse supplies which helps keep our costs low. Director Stanley stated that Sara E. also must submit a program development form before programs get approval. Parks & Recreation want to break even, but we aim to make money on our programs. Sara E. added that we also plan our expenses to determine prices which is why our wreath classes have increased this year because of the increase in prices for fabric/material. Our cost recovery rate is higher than the national average for the Parks and Recreation departments.

Deb P. asked about the effect on the Recreation Center from having early voting in the classroom. Director Stanley stated that we had to cancel programs the first week and we had to cancel a reservation. Director Stanley is currently tracking the extra expense of having staff stay later to cover early voting. Deb H. asked why it was here, but Deb P. mentioned that it used to be at the library, but they outgrew that. Director Stanley said they can request the building because it is a government building and that they seemed to have outgrown the space here which is why she is tracking the revenue lost and the extra staff hours used. Several board members expressed their concern on how many people left because the parking lot was too full because of early voting. There were no more questions.

Flotilla- Director Stanley is sending out an email to all previous boaters asking them to participate in 2024. We tend to get registrants week of because of the weather. The last 3 years we have increased. Some regulars tend to sign up at the Captain's Meeting. Deb P. discussed our vendors for Flotilla which are limited to cotton candy, cheesesteaks, tacos, but mostly it is non-profits who are selling hot chocolate, cider, baked goods, etc. After last year, we decided to cut back and focus on a few vendors and non-profits. During this Flotilla we are offering hayrides from the Recreation Center as a test for satellite parking for future festivals like Independence Day and Flotilla. The Fire Department is arranging the tractors and trailers for the event. The route goes down Main Street Ext and turns around at Preston's. It is a dry run because of the need during Mullet Festival and we may lose Ward Farm next year. We were late getting the information out to the public because we were waiting for final details and confirmation. Sara E. mentioned that Chief Randall is looking for non-profits to run the tractors in the future as a donation only so we would not have any cost associated with the shuttle. Deb H. mentioned that during Candlelight the Baptist church had a shuttle for donations

as well. Matthew P. said that St. Mildred's could be a future option for the shuttles. Lawrence A. asked if Ward Farm could be used for Flotilla because of the limited space, but it is too late to ask, and we are looking at other options in the future since we may not have access to Ward Farm. Lawrence A. expressed concern that there is not enough parking on the soccer fields and worried about damaging the fields for the soccer association. Sara E. and Elena M. commented that the field could fit 200 cars and with as little money as we receive from the soccer association, it shouldn't be a consideration.

#### **IV. New Business**

Director Stanley gave updates on a few projects that include PO's that have been submitted for the basketball courts. She is still waiting for a quote for sealing the asphalt. The splashpad amenities PO's have been submitted as well and items will be ordered once approved. The toilets for the park restrooms and the water fountains will have POs submitted after 1 more quote. The goal was to get all the funds encumbered by the end of the year. Director Stanley said the skatepark was built from a grant which means to replace it we must apply to the North Carolian Department of Parks to get permission to change it. There was an initial meeting with a local contractor from Morehead City who said the skatepark is not large enough for a tennis court but could potentially fit 3 pickleball courts on the skatepark. The tennis courts do need to be resurfaced.

Matthew P. gave an update on the pool committee stating that they had their first meeting to confirm the pool committee. The committee has 5 members. 3 are in the city and 2 are subject experts for starting and planning these types of projects. The pool committee meets on the 4<sup>th</sup> Thursday of every month but skipping December with the next meeting being in January as the first open public meeting.

At 6:00 PM, Deb P. had to leave the meeting, so the meeting is being led by Vice President, Lawrence A.

Lawrence A. asked what the plan was for the skatepark and if we were just going to get rid of it before writing the letter. Director Stanley asked if Board of Commissioners Joe Brown would like to discuss. Commissioner Brown said that there is a lot of new information, but a good amount that they cannot share. At the next commissioners meeting the CEO of New River YMCA is coming to brief the town on new plans of a new YMCA in Swansboro or Sneads Ferry. Commissioner Brown stated that the pickleball money is safe and will be there until the pickleball courts are built. There are a lot of different ideas that are floating around on what to do for the pickleball courts, tennis courts, and skatepark. Matthew P. asked if we were done with all the legal action with the skatepark, but Commissioner Brown can't comment on that yet. Lawrence A. said that before we continue to move forward, we need a plan for the skatepark and

Director Stanley responded that in a public meeting, there was a discussion of a concrete skatepark being built elsewhere. Commissioner Brown stated the Town was not financially hurt by the skatepark, but Deb H. mentioned that overall, the Town was affected because we lost a major amenity. Director Stanley asked if there were any other questions from the board before moving onto public comment, there was not.

## **VI. Comments**

Several pickleball members were present. Ruth White was present along with 7 other members. Ruth White wanted to confirm that the courts needed to be resurfaced sooner than 2 years and if that being so, will it be pickleball courts. Director Stanley said that they will need to be completely redone, and the old courts removed. Another pickleball member asked if the courts are redone, will they be dedicated pickleball courts. Director Stanley said they will be multi-use courts, but Commissioner Brown said that he and Director Stanley will discuss it later because the funds are for dedicated pickleball courts. It was discussed the different steps that need to be taken to finish the project as a whole and how long we want to wait to find out about the skatepark. Several board members want to move forward with finding out from the state about removing the skatepark and finding out how much a storm water permit would be. Director Stanley mentioned that the December meeting has been cancelled in the past and the next meeting is in January. All board members agreed to meet in January.

**VII. Adjournment**—Deb H. made a motion to adjourn at 6:30 pm and Elena M. seconded the motion. All members were in favor.

**DIRECTOR'S REPORT**

**Festivals/Events**

- Held after action meeting for Flotilla. Meeting for first of the year needs to be scheduled to discuss all 2025 dates.
- Closed out all 2024 festival invoices.
- Requesting all media after action reports
- Gathering social media reports
- Festival website updates-ongoing
- Began revisions for 2025 sponsorship package.
- Met with WITN to review digital media reports for 2024. Advertising plans for 2025 discussed, potential for TV commercials.

**ARP Project Updates**

*Basketball Courts*

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets). Resurfacing will take place after the first of the year, weather conditions need to be warmer.

*Replacement of outdoor toilets/water fountains:*

- Work to begin after the first of the year.

*Splashpad*

- Remaining amenities ordered.

**Miscellaneous**

- Began preparing documents and gathering information for end of year projections for 2024-25 fiscal year.
- Assisted with facilitating Santafest. The event was revamped and was a remarkable success and had record-setting attendance.
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day to day operations of the Recreation Center.
- Attend bi-weekly departmental managers' meeting.
- Continue to manage staff timesheets, hours tracking, and schedules.
- Continue to manage and monitor budget and funds.
- Continue to manage on-going weekly and monthly reservations.
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

**Metrics-social media**

**December**

Media Outlet	Followers	Reach	Post Engagement	Page Visits	Page Views	New Followers
Facebook	18,274	19,500	8,493	3,500	104,800	71
Instagram	895	333		20	1800	16

**Activity Report  
December**

**Organization Activity**

From 12/8/2024 to 1/7/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	125	22	13	0	43
Resident	21	5	6	0	5
Non-Resident	104	14	7	0	38
No Residency Set	0	0	0	0	0
<b>Demographics</b>					
< 18	18	2	1	0	6
18 - 65	49	14	9	0	29
65+	58	3	3	0	8
Male	53	13	8	0	19
Female	72	6	5	0	24
Other Genders	0	0	0	0	0
<b>Online vs In-House</b>					
Online	29	0	0	N/A	18
In-Person	96	19	13	N/A	25

**Revenue  
December**

Slip Fee - Town Dock	\$2198
Rental Fees-Parks	\$30
Rentals Rooms	\$1445
Rec Program Fees	\$2694
Gym Memberships	\$135
Dog Park Memberships	\$45
Festival Vendor Fees	\$260

**PROGRAM/EVENT MANAGER MONTHLY REPORT**

- Processed Payments/Refunds for programs and special events.

- Emailed monthly distribution list the upcoming programs/events for the department.
- Dock Slip reservations • Compiled daily deposits.
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration.
- Completed instructor payouts for recently finished programs.
- Completed weekly Community Service hours.
- Completed monthly reservation receipts.
- Planned and managed Sprout Scouts
- Managed staff scheduling for Rec Center, events, and reservations.
- Completed SantaFest social media scheduling, finalized orders and activities for SantaFest.
- Executed SantaFest and made notes to plan for a larger attendance.
- Began completing 2025 instructor contracts.
- Attended meeting with pickleball players to begin brainstorming for March tournament.
- Executed and completed Handmade Holidays program.
- Planned staff Christmas Party and Secret Santa exchange.
- Organized 2025 Pickleball League registrations
- Began planning 2025 programs and events.

### **Planned Programs**

- Fellowship Night- December 16<sup>th</sup>, 8 attended.
- Sprout Scouts- December 13<sup>th</sup>, 10 registered, 9 attended, and 2 waitlisted.
- POUND! – November 9<sup>th</sup> – December 7<sup>t</sup>, 17 drop-ins and 5 series
- POUND! – December 14<sup>th</sup> – January 11<sup>th</sup>, 6 drop-ins and 2 series
- Holiday Wreath Class, 7 registered and 7 attended.
- Handmade Holidays: Christmas Tree – December 10<sup>th</sup>, 10 registered and 10 attended.
- Handmade Holidays: Reindeer – December 17<sup>th</sup>, 10 registered and 10 attended.
- Tai Chi – October 31<sup>st</sup> – December 12<sup>th</sup>, 10 registered and 6 waitlisted
- SantaFest- December 7<sup>th</sup>, 350+ attended.
  - Offered crafts, games, pictures with Santa, hayrides, hot cocoa, and popcorn bar.
  - Ugly Christmas Sweater Contest
  - Much larger attendance than last year
  - Lighthouse Realty Group sponsored.



**PARKS AND RECREATION**  
**January 2025**

**DIRECTOR'S REPORT**

**Festivals**

- Gathering social media reports
- Festival website updates-ongoing
- Revisions for 2025 sponsorship package finalized, and began sending out to businesses. Created new level of sponsorship, Title Sponsor \$7500
- Contacted Hampton Inn regarding hotel links for festival attendees and vendors to be posted on our websites.
- Prepared and submitted grant for Swansboro TDA-\$6500 requesting funds for Swansboro Festivals

**ARP Project Updates**

*Basketball Courts*

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets).
- Equipment has been received.
- Resurfacing will take place after the first of the year, weather conditions need to be warmer.

*Replacement of outdoor toilets/water fountains:*

- Refillable water bottle and fountains replaced in Recreation Center
- Outdoor toilets-Replaced in Bicentennial, Pirates Den, and Municipal Parks. The contractor is working with ONWASA for plumbing issues.

*Splashpad*

- Remaining amenities ordered and received
- Amenities will be installed March/April timeframe

**Miscellaneous**

- Prepared documents and submitted for end of year projections for 2024-25 fiscal year
- Began preparing the 2025-26 budget, including CIP and staff requests
- Attended demo for location data analysis software
- Met with Onslow County Parks and Recreation regarding Piratefest event
- Began preparing grant for Swansboro TDA to request funds (\$2000) for Piratefest
- Met with Crystal Coast Engineering to obtain boundary maps required for LWCF
- Attend bi-weekly departmental managers' meeting.
- Continue to manage staff timesheets, hours tracking, and schedules.
- Continue to manage and monitor budget and funds.
- Continue to manage on-going weekly and monthly reservations.
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance.
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day to day operations of the Recreation Center.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

**Metrics-social media**  
**January**

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook	18,398	20,500	5,400	156,200	176
Instagram	1900	329		1900	

**Activity Report**  
**January**

**Organization Activity**

From 1/4/2025 to 2/3/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
<b>All</b>	139	26	22	0	95
<b>Resident</b>	23	7	9	0	5
<b>Non-Resident</b>	116	19	13	0	90
<b>No Residency Set</b>	0	0	0	0	0
<b>Demographics</b>					
<b>&lt; 18</b>	28	4	1	0	19
<b>18 - 65</b>	74	14	16	0	65
<b>65+</b>	37	8	5	0	11
<b>Male</b>	46	14	10	0	28
<b>Female</b>	93	12	12	0	67
<b>Other Genders</b>	0	0	0	0	0
<b>Online vs In-House</b>					
<b>Online</b>	51	0	0	N/A	63
<b>In-Person</b>	88	26	22	N/A	32

**Revenue**  
**January**

Slip Fee - Town Dock	\$2472
Rental Fees-Parks	\$125
Rentals Rooms	\$3420
Rec Program Fees	\$4714
Gym Memberships	\$1315
Dog Park Memberships	\$100
Festival Vendor Fees	\$160
2025 Festival Sponsorships	\$8750

## PROGRAM/EVENT MANAGER MONTHLY REPORT

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Dock Slip reservations
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration
- Completed instructor payouts for recently finished programs
- Completed weekly Community Service hours
- Completed monthly reservation receipts
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, events, and reservations
- Continued to work on 2025 instructor contracts
- Attended Sports Management Senior Games Clinic
- Created Touch-A-Truck flyer and sent details to past participants to begin registration
- Reorganized several spaces in Recreation Center
- Gathered several festival quotes for the 2025 festivals
- Assisted with Festival Sponsorship packet
- Began working on 2025-26 budget including EOY projects for 2024-25
- Planned Valentine's Programs including Game Night and Galentine's Craft Night
- Advertised Luck of the Paddle Pickleball Tournament
- Organized new partnership with Boulder Designs for Welcome Rock Workshop

### Planned Programs

#### **Tiny Trekkers – January 10<sup>th</sup>**

- 9 registered and 8 attended

#### **Sprout Scouts- January 31<sup>st</sup>**

- 10 registered and 8 attended
- 4 waitlisted

#### **POUND! – December 14<sup>th</sup> – January 11<sup>th</sup>**

- 15 drop-ins
- 2 series

#### **POUND! – January 18<sup>th</sup> – February 15<sup>th</sup>**

- 13 drop-ins
- 5 series

#### **Tai Chi – January 9<sup>th</sup> – February 13<sup>th</sup>**

- 10 registered
- 4 waitlisted

#### **Touch-A-Truck – April 26<sup>th</sup>**

- 6 vehicles registered

# STAYING BUSY

- March 2025-

## Town of Swansboro Parks & Recreation

All activities take place at the Recreation Center (830 Main St Ext) in Swansboro, unless otherwise noted. The Recreation Center's hours are as follows: Mon-Fri, 9 AM-6 PM, Sat, 8 AM-12 PM, closed Sunday. Call (910) 326-2600 for more info. Be sure to visit our website at [swansboro.recdesk.com](http://swansboro.recdesk.com) to register for programs/events.

### Adult Programs

#### **Onslow County Senior Services Nutrition Site:**

Contact Onslow County Senior Services for more information.

**Mon-Fri, 9 AM-12 PM**

### Fitness Programs

#### **POUND Fitness Class**

**9 AM – 10 AM**

Come get fit with RipStix! Join us at the Swansboro Recreation Center for our 5-week Pound fitness class with OFFICIAL POUND Instructor Karen Daly. Pound is a fun, total body workout that fuses the best strength training, Pilates, and cardio moves through drumming exercise. Register for the entire series for \$25 or drop-in for \$6 per individual session.

#### **Tai Chi**

**March 6<sup>th</sup> – April 10<sup>th</sup>**

Join Swansboro Parks & Recreation for Tai Chi with instructor Sifu Dr. Harold McMillion for a 6-week series, every Thursday starting at 2:00PM at the Swansboro Recreation Center. Tai chi is a series of gentle physical exercises and stretches. Each posture flows into the next without pause, ensuring that your body is in constant motion.

#### **2025 Open Pickleball League**

**January 2025 – December 2025**

The 2025 Pickleball Open Play Membership will start January 1, 2025 and run until the end of the year, December 31, 2025. This is a casual and co-ed season perfect for any age or ability. The league will meet Monday through Saturday mornings from 8 am to 12 pm (spring/summer hours) and 9 am - 1 pm (fall/winter hours). \$35 for resident and \$40 for non-resident for the entire season, or drop-in fee of \$5 for any one session.

#### **Luck of the Paddle Pickleball Tournament**

**March 15<sup>th</sup>**

Join us on March 15th at Swansboro Municipal Park for the Luck of the Paddle Pickleball Tournament! The entry fee is just \$20 and includes access to exciting raffles, snacks, and prizes for the 1st and 2nd place winners. The tournament will feature a double-elimination format with games played to 15 points, winning by 1. The tournament will be divided into three age groups: 18-49; 50-64; 65+

Partners will be randomly selected in the week leading up to the tournament. Substitutes may also register in case of no-shows on the day of the event. Additional prizes will be

awarded for the best St. Patrick's Day-themed outfits, so come dressed to impress!

Item III - b.

### Programs

#### **Sprout Scouts- Spring Fling**

**March 21<sup>st</sup> 10 AM – 11 AM**

Welcome to our Sprout Scouts program, designed specifically for our littlest ones ages 1-2. Our program aims to provide a stimulating and engaging environment where toddlers can explore, create, and play in a safe and nurturing setting.

#### **Tiny Trekkers-Hunt for the Pot O'Gold**

**March 14<sup>th</sup> 10 AM – 11 AM**

Welcome to our Tiny Trekkers program, designed specifically for our little ones ages 3-5! Our program offers a variety of age-appropriate crafts, activities, and games! From sensory play to art projects, there's always something fun and educational for our Trekkers to enjoy.

#### **Welcome Rock Workshop**

**March 11<sup>th</sup> 6 PM – 7:30 PM**

Join us for the Welcome Rock Workshop with Boulder Designs! Pick from one of two beautiful designs—a Welcome Swan or Welcome Lighthouse—and create your own custom Welcome Rock for your garden bed or front lawn! Rock Size: 16" wide x 10" tall x 3" thick. Cost is \$45 a person. A huge thank you to Boulder Designs for partnering with us to make this a fun and creative night for the community!

#### **Fellowship Night**

**March 17<sup>th</sup> 6:30 PM – 7:30 PM**

This program welcomes adults of all abilities to come together for a fun evening with a rotating theme or activity scheduled every month. This program is geared towards adults with disabilities and will be held once a month as an after dinner/evening group. We extend this invitation to anyone who is in their senior year of high school and above. For more information, call 910-326-2600 or come by the Swansboro Recreation Center, 830 Main St. Ext.

**\*Be on the lookout for additional programs\***

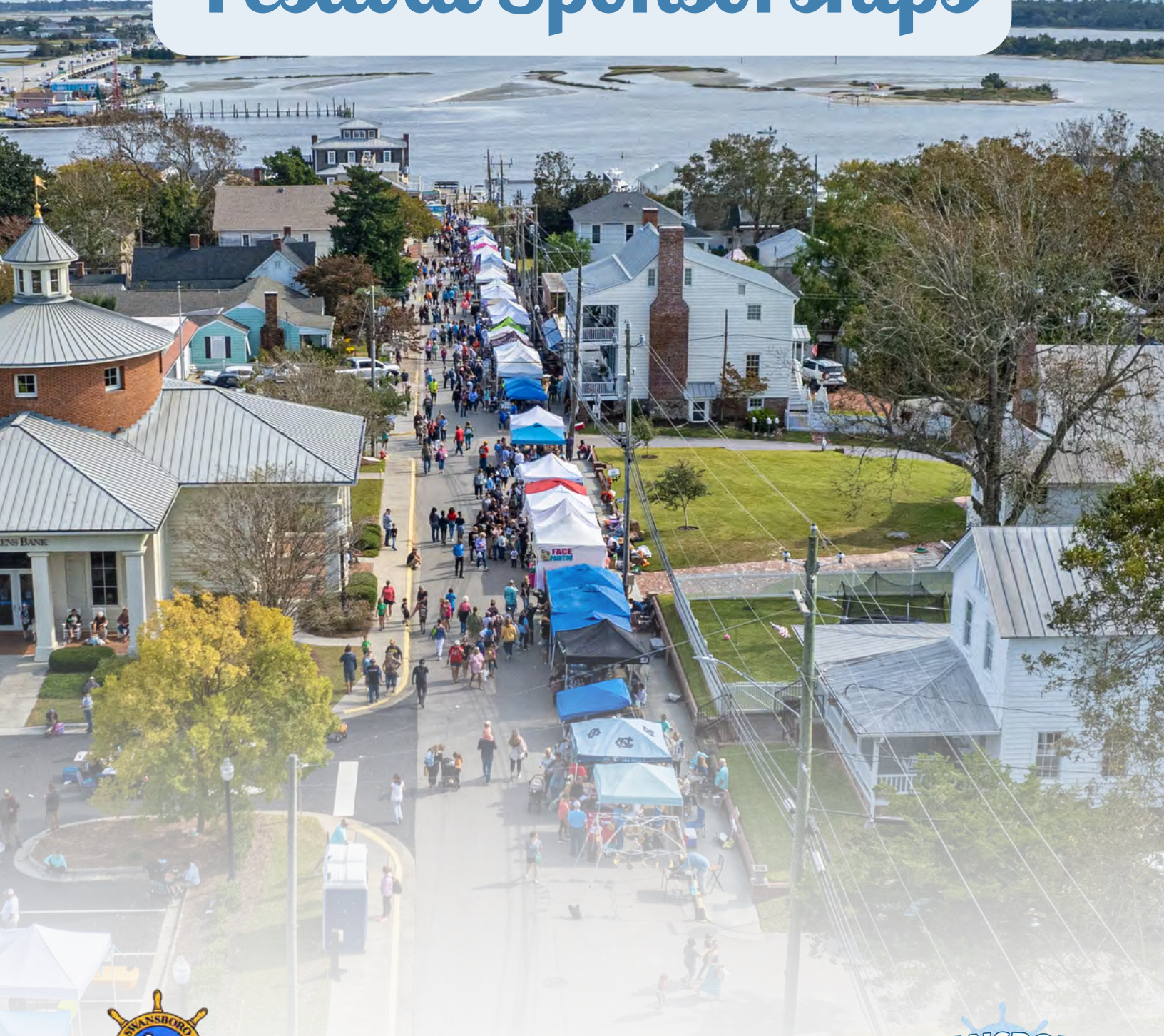
**Register for programs at: [swansboro.recdesk.com](http://swansboro.recdesk.com)**

**Like us on Facebook: [Town of Swansboro](https://www.facebook.com/TownofSwansboro)**

**Follow us on Instagram: [@swansboro\\_recre8](https://www.instagram.com/swansboro_recre8)**



# 2025 Festival Sponsorships



**Town of Swansboro**



601 West Corbett Ave. • 910-326-2600 • [swansborofestivals.com](http://swansborofestivals.com)

Dear Prospective Sponsor:

Item III - c.

The Town of Swansboro is looking forward to another successful festival season in 2025.

The Town of Swansboro is thrilled to present you with an exclusive opportunity to partner with us as a sponsor for our four major festivals held annually: Arts by the Sea, Independence Day Celebration, Swansboro Mullet Festival of North Carolina, and Christmas Flotilla. These festivals have become cornerstone events in our community, drawing over 40,000 attendees from all walks of life to celebrate culture, creativity, and connection. Unlike other traditional forms of advertising, our sponsorship allows a business to be associated with the positive benefits of community festivals.

### Why Sponsor Our Festivals?

1. **Unparalleled Visibility:** Each festival year attracts thousands of attendees, offering a unique platform for your brand to engage with a diverse and enthusiastic audience. Your sponsorship will include prominent logo placement and/or business name across event materials, banners, and digital promotions, ensuring maximum exposure.
2. **Community Impact:** By sponsoring these festivals, you align your brand with events that enrich the community and foster a sense of belonging. Your support helps us provide free activities, live entertainment, and create lasting memories for all families and ages.
3. **Targeted Marketing Opportunities:** Our festivals cater to varied demographics, allowing you to tailor your outreach. Whether it is families at the Independence Day Celebration, art enthusiasts at Arts by the Sea, or music lovers at Mullet Festival, your brand can connect with the audiences that matter most to you.
4. **Networking and Brand Loyalty:** As a sponsor, you will have the chance to interact directly with attendees. This engagement not only builds brand loyalty but also creates lasting relationships within the community.

We offer different levels of sponsorships levels available to meet all budget needs. There is something affordable for your business big or small.

By becoming a sponsor and showing your support for our towns' festivals, you are showing your support for the community. This will in turn have a positive impact on your business. Your partnership is more than just a sponsorship; it is a commitment to enriching lives and making a lasting impact on our community. Together, we can ensure these festivals continue to thrive and inspire for years to come.

Thank you for considering this exciting opportunity. We look forward to the possibility of working together.

Warm regards,

*Anna Stanley*

Anna Stanley, Parks and Recreation Director

Town of Swansboro

910-326-2600

astanley@ci.swansboro.nc.us

# 2025 Sponsorship Opportunities

The Swansboro Parks and Recreation department is proud to offer sponsorship to those businesses that want to increase their visibility and exposure that can increase brand awareness and recognition in the local market of Eastern North Carolina.

## Why should you be a sponsor?

By offering a great selection of sponsorship deals you will find opportunities that will showcase your company on a public platform, introduce your business to new clientele at the many events held here in Swansboro, NC and align your brand with time-honored, wholesome community activities.

## Festival Events:

- Arts by the Sea
- Independence Day Celebration
- Mullet Festival
- Christmas Flotilla



# ARTS by the Sea



Arts by the Sea is fabulous fine arts and crafts festival that takes place annually on the second Saturday of June. Come and see the best artists and crafters as they line Swansboro's historic downtown streets with beautiful art and handmade crafts. The show, which is a juried craft show, represents some of the finest crafters in the Southeast. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this event. Each year we offer a Wine Tasting and Taste of the Town from 4- 7 pm. Tickets will be required, and space is limited.



#### Attendance:

People will crowd the downtown streets to view what vendors have to offer. The festival attracts up to 6,000 people including Swansboro residents and visitors from surrounding areas. The event is an all-around great day by the water. Included in this free public festival will be live local entertainment throughout the day at the Harry C. Pugliese "Pug" Pavilion.

#### Target Market:

- All Ages
- Families
- Arts & Crafts Shoppers





# Independence Day Celebration

Experience the magic and wonder as Swansboro's night sky comes alive with a dazzling display of colors and lights at this spectacular fireworks event! This is an evening filled with fun, live musical entertainment, excitement, awe, and celebration. Happy birthday, America!



**Target Market:**  
-All Ages  
-Families  
-Proud Patriots



**Attendance:**

Our picturesque waterfront is the perfect location to enjoy a patriotic celebration of America's Independence Day! From the breathtaking firework show to musical performances, thousands of people will be thrilled to spend this holiday celebration with us. This festival attracts 10,000 patrons and visitors. Exercise your freedom and choose to be a sponsor of this or all of Swansboro's Festivals in 2025!



# Mullet Festival



Help us celebrate the 71st Anniversary of Mullet Festival. This festival began in 1954 and is the oldest festival on the Crystal Coast. The Mullet Festival is a street fair featuring arts and crafts vendors, a parade, children's activities, food, and entertainment for all.

## Activities:

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



## Target Market:

- All Ages
- Families
- Fish Fanatics



## Attendance:

The Annual Mullet Festival, held the second weekend in October, attracts 20,000 visitors. Local residents and visitors from afar find the atmosphere welcoming and intriguing as they can dive into Swansboro's roots as an original fishing town. Highlights include children's area, Blessing of the Fleet on Friday evening, and other activities sure to attract people from all over the southeast coast of North Carolina. This festival offers the perfect opportunity to spread the word and grow your brand!



# Christmas Flotilla



During this holiday season, gather along Swansboro's waterfront and watch the spectacular parade of lights down the White Oak River. Witness breathtaking procession of illuminated vessels as they navigate the water, creating a mesmerizing display of lights, colors, nautical splendor, and you might even catch a glimpse of Santa Claus! At the end of the parade, Santa disembarks to visit with the children at the Pugliese Pavilion in Historic Downtown Swansboro.



## Target Market:

- All Ages
- Families
- Holiday Spirit Seekers



## Attendance:

The Christmas Flotilla is one of Swansboro's most unique festivals. Held annually, the Flotilla has made a name for itself due to its creative displays and spread of cheer and joy. Approximately 5-7,000 families gather from all around Swansboro and areas close by; especially those with young children, to admire the sights and sounds of the effervescent Holiday season.

**Sponsor Levels**

**Sponsor Benefits**

Item III - c.

Admiral  
\$7,500

- Title Sponsor: Business name incorporated within all festival event titles (“Business Name Festival Name”)
- Inclusion in all WITN marketing; Pre-roll ads (:15 commercial before video story on website); TV broadcast commercial (:30 commercial during commercial break) Arts by the Sea & Mullet Festival
- Inclusion in radio advertising; \$6000 value
- Inclusion in all media buys/promotions/digital/print advertisement
- First right of refusal
- 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
- Recognition in all press releases
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage at stage area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-Shirt (10) + 12 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

Captain  
\$5,000

- Inclusion in radio advertising; \$6000 value
- Inclusion in promotions/print advertisement
- 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
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage at stage area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-shirt (6) + 10 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

First Mate  
\$2,500

- Inclusion in promotions/print advertisement
- Business logo on all advertisements (flyers, posters, and social media)
- Prominent logo placement on our home and event pages for one event year
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage of your business throughout festival area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-shirt (4) + 8 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

Sponsor Levels	Sponsor Benefits
Quartermaster \$1,000	<ul style="list-style-type: none"><li>• Inclusion in promotions/print advertisement</li><li>• Business logo on all advertisements (flyers, posters, and social media)</li><li>• Business logo Swansboro Festivals and Parks and Recreation website</li><li>• Prominent logo placement on our home and event pages for one event year</li><li>• Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025</li><li>• Sponsor recognition throughout stage entertainment</li><li>• Business logo on Mullet Festival T-shirts</li><li>• Mullet Festival T-shirt (2) + 6 VIP PASSES</li><li>• Reserved space in the 2025 Mullet Festival Parade</li></ul>
Boatswain \$500	<ul style="list-style-type: none"><li>• Business name on all advertisements (flyers, posters, and social media)</li><li>• Business name Swansboro festival and Parks and Recreation website</li><li>• Sponsor recognition throughout stage entertainment</li><li>• Business name on all festival banners</li><li>• Business logo on Mullet Festival T-shirts</li><li>• Mullet Festival T-shirt (1) + 4 VIP PASSES</li></ul>
Pirate \$250	<ul style="list-style-type: none"><li>• Business name on all advertisements (flyers, posters, and social media)</li><li>• Business name Swansboro festival and Parks and Recreation website</li><li>• Business name on festival banners</li><li>• Sponsor recognition throughout stage entertainment</li><li>• 2 VIP PASSES</li></ul>

# Sponsorship Forms

**Sponsor Agreement 2025**

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 **SOLD**     \$5,000     \$2,500

\$1,000     \$500     \$250

Type of Sponsorship:     Monetary     In-Kind     Combination

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 2025 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: \_\_\_\_\_

## 2025 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](mailto:astanley@ci.swansboro.nc.us) by April 15, 2025  
If desired, Mullet Festival exhibit space applications to be sent by May 1, 2025  
***(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)***
- Sponsor-provided banner to be sent to Park by May 15, 2025

#### \_\_\_\_ \$7,500 Captain Level Sponsorship (Title)

\_\_\_\_ Sizes for 8 Mullet T-shirts: \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_

\_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_\_ \$5,000 Captain Level Sponsorship

\_\_\_\_ Sizes for 6 Mullet T-shirts: \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_ & \_\_\_\_

\_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_\_ \$2,500 First Mate Level Sponsorship

\_\_\_\_ Sizes for 4 Mullet T-shirts: \_\_\_\_ & \_\_\_\_ & \_\_\_\_

\_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_\_ \$1,000 Quartermaster Level Sponsorship

\_\_\_\_ Sizes for 2 Mullet T-shirts: \_\_\_\_ & \_\_\_\_

\_\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_\_ \$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.***



# Mullet Festival Sponsor Application

Swansboro Mullet Festival, Saturday & Sunday October 11-12, 2025  
Festival Hours: Saturday 9:00am–6:00pm, Sunday 10:00am–5:00pm  
(Sponsors may choose to stay open on Saturday until 10:00pm)

<b>Office Use Only</b>	Item III - c.
Date received _____	
Space Assigned: _____	

**Admiral, Captain, First Mate, and Quartermaster are eligible for a 10x10 space.**  
**(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)**

**Completed application with signature, and sponsorship agreement should be MAILED to:**  
Town of Swansboro, Attn: Parks & Recreation Dept.  
601 West Corbett Avenue; Swansboro, NC 28584

**Please PRINT clearly**

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Birthdate (req'd by computer system) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (during festival): \_\_\_\_\_

Email (REQUIRED): \_\_\_\_\_

Website: \_\_\_\_\_

## Liability Waiver

*I agree to abide by all rules, regulations, and guidelines, presented by the Town of Swansboro. Violators will be subject to dismissal without refund. I agree to the liability/hold harmless statement provided. I understand that the Town of Swansboro reserves the right to deny any application, even if the applicant has participated in the show before. I understand that reasonable security will be provided, but I will not hold the Town of Swansboro, or their representatives liable for loss, damage, or injury.*

*Submission of application indicates that participant hereby indemnifies and shall defend and hold harmless the Town of Swansboro, their employees, and their volunteers from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of the participant's participation in the Festival, including those arising from damage to property or injury to or death of participant, its customers, volunteers, employees, or subcontractors, whether arising before, during, or after the Festival and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of participant or its customers, volunteers, employees, agents or subcontractors.*

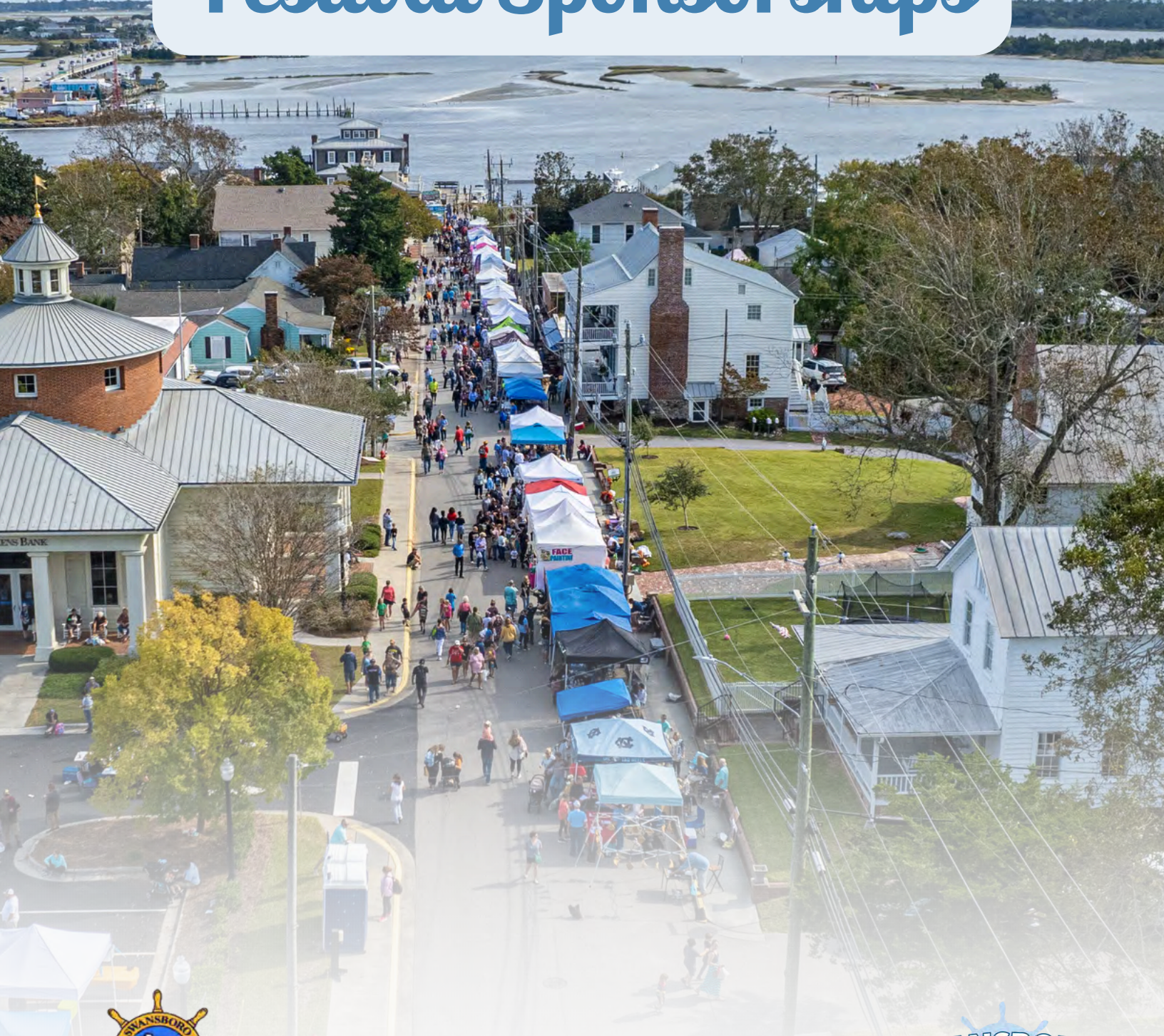
*Further, that the participant releases the Town of Swansboro from any and all liability for loss or damage to property and merchandise used or sold by the participant in the operation of the booth due to theft, fire, storm, flood, and damages through any force of nature or otherwise.*

*The participant grants the Town of Swansboro permission to use any photographs, motion pictures, videos, recordings or any other record of participation in the festival.*

Signature \_\_\_\_\_

Date \_\_\_\_\_

# 2025 Festival Sponsorships



**Town of Swansboro**



601 West Corbett Ave. • 910-326-2600 • [swansborofestivals.com](http://swansborofestivals.com)

Dear Prospective Sponsor:

Item IV - a.

The Town of Swansboro is looking forward to another successful festival season in 2025.

The Town of Swansboro is thrilled to present you with an exclusive opportunity to partner with us as a sponsor for our four major festivals held annually: Arts by the Sea, Independence Day Celebration, Swansboro Mullet Festival of North Carolina, and Christmas Flotilla. These festivals have become cornerstone events in our community, drawing over 40,000 attendees from all walks of life to celebrate culture, creativity, and connection. Unlike other traditional forms of advertising, our sponsorship allows a business to be associated with the positive benefits of community festivals.

### Why Sponsor Our Festivals?

- 1. Unparalleled Visibility:** Each festival year attracts thousands of attendees, offering a unique platform for your brand to engage with a diverse and enthusiastic audience. Your sponsorship will include prominent logo placement and/or business name across event materials, banners, and digital promotions, ensuring maximum exposure.
- 2. Community Impact:** By sponsoring these festivals, you align your brand with events that enrich the community and foster a sense of belonging. Your support helps us provide free activities, live entertainment, and create lasting memories for all families and ages.
- 3. Targeted Marketing Opportunities:** Our festivals cater to varied demographics, allowing you to tailor your outreach. Whether it is families at the Independence Day Celebration, art enthusiasts at Arts by the Sea, or music lovers at Mullet Festival, your brand can connect with the audiences that matter most to you.
- 4. Networking and Brand Loyalty:** As a sponsor, you will have the chance to interact directly with attendees. This engagement not only builds brand loyalty but also creates lasting relationships within the community.

We offer different levels of sponsorships levels available to meet all budget needs. There is something affordable for your business big or small.

By becoming a sponsor and showing your support for our towns' festivals, you are showing your support for the community. This will in turn have a positive impact on your business. Your partnership is more than just a sponsorship; it is a commitment to enriching lives and making a lasting impact on our community. Together, we can ensure these festivals continue to thrive and inspire for years to come.

Thank you for considering this exciting opportunity. We look forward to the possibility of working together.

Warm regards,

*Anna Stanley*

Anna Stanley, Parks and Recreation Director

Town of Swansboro

910-326-2600

astanley@ci.swansboro.nc.us

# 2025 Sponsorship Opportunities

The Swansboro Parks and Recreation department is proud to offer sponsorship to those businesses that want to increase their visibility and exposure that can increase brand awareness and recognition in the local market of Eastern North Carolina.

## Why should you be a sponsor?

By offering a great selection of sponsorship deals you will find opportunities that will showcase your company on a public platform, introduce your business to new clientele at the many events held here in Swansboro, NC and align your brand with time-honored, wholesome community activities.

## Festival Events:

- Arts by the Sea
- Independence Day Celebration
- Mullet Festival
- Christmas Flotilla



# ARTS by the Sea



Arts by the Sea is fabulous fine arts and crafts festival that takes place annually on the second Saturday of June. Come and see the best artists and crafters as they line Swansboro's historic downtown streets with beautiful art and handmade crafts. The show, which is a juried craft show, represents some of the finest crafters in the Southeast. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this event. Each year we offer a Wine Tasting and Taste of the Town from 4- 7 pm. Tickets will be required, and space is limited.



#### Attendance:

People will crowd the downtown streets to view what vendors have to offer. The festival attracts up to 6,000 people including Swansboro residents and visitors from surrounding areas. The event is an all-around great day by the water. Included in this free public festival will be live local entertainment throughout the day at the Harry C. Pugliese "Pug" Pavilion.

#### Target Market:

- All Ages
- Families
- Arts & Crafts Shoppers



# Independence Day Celebration

Experience the magic and wonder as Swansboro's night sky comes alive with a dazzling display of colors and lights at this spectacular fireworks event! This is an evening filled with fun, live musical entertainment, excitement, awe, and celebration. Happy birthday, America!



## Target Market:

- All Ages
- Families
- Proud Patriots



## Attendance:

Our picturesque waterfront is the perfect location to enjoy a patriotic celebration of America's Independence Day! From the breathtaking firework show to musical performances, thousands of people will be thrilled to spend this holiday celebration with us. This festival attracts 10,000 patrons and visitors. Exercise your freedom and choose to be a sponsor of this or all of Swansboro's Festivals in 2025!



# Mullet Festival



Help us celebrate the 71st Anniversary of Mullet Festival. This festival began in 1954 and is the oldest festival on the Crystal Coast. The Mullet Festival is a street fair featuring arts and crafts vendors, a parade, children's activities, food, and entertainment for all.

## Activities:

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



## Target Market:

- All Ages
- Families
- Fish Fanatics



## Attendance:

The Annual Mullet Festival, held the second weekend in October, attracts 20,000 visitors. Local residents and visitors from afar find the atmosphere welcoming and intriguing as they can dive into Swansboro's roots as an original fishing town. Highlights include children's area, Blessing of the Fleet on Friday evening, and other activities sure to attract people from all over the southeast coast of North Carolina. This festival offers the perfect opportunity to spread the word and grow your brand!



# Christmas Flotilla



During this holiday season, gather along Swansboro's waterfront and watch the spectacular parade of lights down the White Oak River. Witness breathtaking procession of illuminated vessels as they navigate the water, creating a mesmerizing display of lights, colors, nautical splendor, and you might even catch a glimpse of Santa Claus! At the end of the parade, Santa disembarks to visit with the children at the Pugliese Pavilion in Historic Downtown Swansboro.



## Target Market:

- All Ages
- Families
- Holiday Spirit Seekers



## Attendance:

The Christmas Flotilla is one of Swansboro's most unique festivals. Held annually, the Flotilla has made a name for itself due to its creative displays and spread of cheer and joy. Approximately 5-7,000 families gather from all around Swansboro and areas close by; especially those with young children, to admire the sights and sounds of the effervescent Holiday season.



**Sponsor Levels**

**Sponsor Benefits**

Item IV - a.

Admiral  
\$7,500

- Title Sponsor: Business name incorporated within all festival event titles (“Business Name Festival Name”)
- Inclusion in all WITN marketing; Pre-roll ads (:15 commercial before video story on website); TV broadcast commercial (:30 commercial during commercial break) Arts by the Sea & Mullet Festival
- Inclusion in radio advertising; \$6000 value
- Inclusion in all media buys/promotions/digital/print advertisement
- First right of refusal
- 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
- Recognition in all press releases
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage at stage area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-Shirt (10) + 12 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

Captain  
\$5,000

- Inclusion in radio advertising; \$6000 value
- Inclusion in promotions/print advertisement
- 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
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage at stage area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-shirt (6) + 10 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

First Mate  
\$2,500

- Inclusion in promotions/print advertisement
- Business logo on all advertisements (flyers, posters, and social media)
- Prominent logo placement on our home and event pages for one event year
- Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025
- Sponsor recognition throughout stage entertainment
- Event signage of your business throughout festival area (sponsor provided)
- Business logo on all festival banners
- Business logo on Mullet Festival T-shirts
- Mullet Festival T-shirt (4) + 8 VIP PASSES
- Reserved space in the 2025 Mullet Festival Parade

Sponsor Levels	Sponsor Benefits
Quartermaster \$1,000	<ul style="list-style-type: none"> <li>• Inclusion in promotions/print advertisement</li> <li>• Business logo on all advertisements (flyers, posters, and social media)</li> <li>• Business logo Swansboro Festivals and Parks and Recreation website</li> <li>• Prominent logo placement on our home and event pages for one event year</li> <li>• Exhibit space at Mullet Festival, organizer must be notified by May 1, 2025</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business logo on Mullet Festival T-shirts</li> <li>• Mullet Festival T-shirt (2) + 6 VIP PASSES</li> <li>• Reserved space in the 2025 Mullet Festival Parade</li> </ul>
Boatswain \$500	<ul style="list-style-type: none"> <li>• Business name on all advertisements (flyers, posters, and social media)</li> <li>• Business name Swansboro festival and Parks and Recreation website</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• Business name on all festival banners</li> <li>• Business logo on Mullet Festival T-shirts</li> <li>• Mullet Festival T-shirt (1) + 4 VIP PASSES</li> </ul>
Pirate \$250	<ul style="list-style-type: none"> <li>• Business name on all advertisements (flyers, posters, and social media)</li> <li>• Business name Swansboro festival and Parks and Recreation website</li> <li>• Business name on festival banners</li> <li>• Sponsor recognition throughout stage entertainment</li> <li>• 2 VIP PASSES</li> </ul>

# Sponsorship Forms

## Sponsor Agreement 2025

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 <b>SOLD</b>	___ \$5,000	___ \$2,500
-----------------------	-------------------------	-------------	-------------

___ \$1,000	___ \$500	___ \$250	
-------------	-----------	-----------	--

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 2025 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: \_\_\_

## 2025 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](mailto:astanley@ci.swansboro.nc.us) by April 15, 2025  
If desired, Mullet Festival exhibit space applications to be sent by May 1, 2025  
***(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)***
- Sponsor-provided banner to be sent to Park by May 15, 2025

#### \_\_\_ \$7,500 Captain Level Sponsorship (Title)

\_\_\_ Sizes for 8 Mullet T-shirts: \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_

\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_ \$5,000 Captain Level Sponsorship

\_\_\_ Sizes for 6 Mullet T-shirts: \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_

\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_ \$2,500 First Mate Level Sponsorship

\_\_\_ Sizes for 4 Mullet T-shirts: \_\_\_ & \_\_\_ & \_\_\_ & \_\_\_

\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_ \$1,000 Quartermaster Level Sponsorship

\_\_\_ Sizes for 2 Mullet T-shirts: \_\_\_ & \_\_\_

\_\_\_ If desired, Mullet Festival Parade Application to be sent by September 1, 2025

#### \_\_\_ \$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.***

# Mullet Festival Sponsor Application

Swansboro Mullet Festival, Saturday & Sunday October 11-12, 2025  
Festival Hours: Saturday 9:00am–6:00pm, Sunday 10:00am–5:00pm  
(Sponsors may choose to stay open on Saturday until 10:00pm)

<i>Office Use Only</i>	Item IV - a.
Date received _____	
Space Assigned: _____	

**Admiral, Captain, First Mate, and Quartermaster are eligible for a 10x10 space.**  
**(Please note space is limited and cannot be guaranteed if application is not received by May 1, 2024)**

**Completed application with signature, and sponsorship agreement should be MAILED to:**  
Town of Swansboro, Attn: Parks & Recreation Dept.  
601 West Corbett Avenue; Swansboro, NC 28584

**Please PRINT clearly**

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Birthdate (req'd by computer system) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (during festival): \_\_\_\_\_

Email (REQUIRED): \_\_\_\_\_

Website: \_\_\_\_\_

### Liability Waiver

*I agree to abide by all rules, regulations, and guidelines, presented by the Town of Swansboro. Violators will be subject to dismissal without refund. I agree to the liability/hold harmless statement provided. I understand that the Town of Swansboro reserves the right to deny any application, even if the applicant has participated in the show before. I understand that reasonable security will be provided, but I will not hold the Town of Swansboro, or their representatives liable for loss, damage, or injury.*

*Submission of application indicates that participant hereby indemnifies and shall defend and hold harmless the Town of Swansboro, their employees, and their volunteers from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of the participant's participation in the Festival, including those arising from damage to property or injury to or death of participant, its customers, volunteers, employees, or subcontractors, whether arising before, during, or after the Festival and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of participant or its customers, volunteers, employees, agents or subcontractors.*

*Further, that the participant releases the Town of Swansboro from any and all liability for loss or damage to property and merchandise used or sold by the participant in the operation of the booth due to theft, fire, storm, flood, and damages through any force of nature or otherwise.*

*The participant grants the Town of Swansboro permission to use any photographs, motion pictures, videos, recordings or any other record of participation in the festival.*

Signature \_\_\_\_\_

Date \_\_\_\_\_