



**Duxbury
Bay
Maritime
School**

25
Connecting All
to Duxbury Bay
for 25 years

presents

Opening of the Bay 2022

Dockside Gala - Friday, May 27th

Family Day - Saturday, May 28th

1. Become a Sponsor!

This document sets out a proposal to connect business and families with the Duxbury Bay Maritime School on their annual fundraiser through a sponsorship that will provide benefits to both DBMS and the sponsor. Your sponsorship will enable DBMS to defray the costs of putting on the weekend events so DBMS programs may benefit as much as possible.

2. Our Mission:

Founded in 1997, the mission of the Duxbury Bay Maritime School is to connect people of all ages, abilities and means to Duxbury Bay through educational and recreational programs that stimulate individual growth and an enduring love and appreciation of the sea. DBMS is located on the William P. Ellison Campus and is designated by the IRS as a 501 (c)(3) tax-exempt non-profit organization (EIN 04-3348183).

3. Annual Fundraiser Goals:

The Duxbury Bay Maritime School holds the Opening of the Bay annually as an opportunity to engage the community around the mission of DBMS and to fundraise for our programs. This year, we intend to host 2,000 attendees between the 5.5-hour evening gala on Friday and the 4-hour daytime family fair on Saturday. Beforehand, we aim to raise \$65k in corporate and family sponsorships to help DBMS programs benefit from the weekend-long fundraiser as much as possible.

4. Your Sponsorship:

The Duxbury Bay Maritime School asks you to consider sponsoring our annual fundraiser at one of the levels listed below:

4.1 Sponsorship Levels:

We are eager to include you! Sponsorship levels include:

- ▶ Promotion through website, newsletter and through press releases
- ▶ Promotional access to potential customers via DBMS and all its networks
- ▶ Advertising exposure via the DBMS website which is accessed by community members, customers that leverage our venue rentals. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach. Many of our community members became customers as a result of finding us on the Web.

- ▶ An opportunity to extend your marketing database, for example via vendor table on Family Day

- ▶ Exposure through press releases issued locally associated with Opening of the Bay
- ▶ Increased exposure with DBMS' radio promotion in working with WATD radio
- ▶ Use of images to promote partnership
- ▶ Promotional launch



4.2 Sponsorship Levels:

Lead Sponsor \$5,000

As above plus -

- ▶ 4 Complimentary tickets (\$800 value) to the Docksides Gala on Friday, May 27
- ▶ Sponsor acknowledgement at the beginning of gala welcome speech attendees by musical entertainment
- ▶ Primary listing in all print/social media advertising
- ▶ Logo/Name along with sponsor spotlight on DBMS.ORG through March 2023
- ▶ 4 2x6 ft. Prominent recognition banners on campus
- ▶ Listing in all print/social media advertising
- ▶ Exhibit area to engage 1,500 attendees at Family Day on Saturday, May 28

Bay Sponsor \$2,500

As above plus -

- ▶ 2 Complimentary tickets (\$400 value) to the Docksides Gala on Friday, May 27
- ▶ Press release regarding the development of the sponsorship
- ▶ 3 2x3 ft. Prominent recognition banners on campus business logo
- ▶ One year's "click through" advertisement on the home page of our website
- ▶ Vendor table at Family Day on Saturday, May 28

Gala Sponsor \$1,000

As above plus -

- ▶ 2 Complimentary tickets (\$200 value) to the Docksides Party on Friday, May 27
- ▶ Listing in all print/social media advertising
- ▶ 2 2x3 ft. Prominent recognition banners on campus business logo

Boat Sponsor \$500

As above plus -

- ▶ 1 Complimentary ticket (\$100 value) to the Docksides Party on Friday, May 27
- ▶ Listing in all print/social media advertising
- ▶ 1 2x3 ft. Prominent recognition banner on campus business logo

Thank you for your consideration – If you would like to sponsor our Annual Opening of the Bay fundraiser, please contact Marketing Manager, Cam Anello (cam@dbms.org), with your chosen sponsorship package and preferred payment method. You may also provide the following information and mail this form and sponsorship check to the address listed below. New Sponsors - Please email a digital logo file to cam@dbms.org

Business Name: _____

Contact: _____

Sponsorship Level: _____

Mailing Address: _____

Phone: _____ Email: _____