

ROCKPORT SEAFAIR 2008 POST EVENT REPORT

The 34th Annual Rockport Seafair was held Oct. 8 with the Sea-A-Bration and Oct. 10, 11 and 12 at the Festival Grounds at Rockport Harbor. We were blessed with dry, beautiful weather again this year, with a wonderful breeze coming off the water. Just over 15,000 attendees and participants enjoyed the 3-day event generating approximately \$80,000 in net proceeds, a phenomenal figure for any community!

The 2008 Rockport Seafair marketing and promotional campaign created increased media coverage for the event.

- Texas Radio FM 97.5 out of Victoria partnered with the event having an on-site location on Friday.
- Three local Corpus Christi television stations partnered with and/or publicized the event. KRIS TV Ch. 6, KIII TV Ch. 3, KZTV Ch. 10. KIIV TV Ch. 3 held their Friday night Weather Cast on the grounds for the 5 p.m. and 6 p.m. news.
- Three San Antonio TV stations partnered with and/or publicized the hilarious Crab Races. WOAI TV, Living Show, KABB TV Early Show, and KSAT TV Morning and Noon Show.
- Calendar listings were included in San Antonio Express News, La Prensa, Scene in San Antonio, San Antonio Woman, B1604, and City Pages. Food & Travel section feature story in the travel section of the Houston Chronicle, K TSAAM, and Corpus Christi Travel Magazine.
- Victoria Ch. 25 Early News, the 5 p.m. broadcast and Victoria Advocate's Calendar of Events featured Seafair.
- 6,000 Rockport Seafair Souvenir Programs were distributed. 5,000 were inserted in the local newspaper. 1,000 were distributed additionally on the grounds during the festival.
- 150 festival posters were distributed and displayed in businesses in the Rockport, Fulton and Corpus Christi areas.
- The Rockport Seafair website received over 29,298 visitors to the site full of event information, photos, attractions, entertainment, participant events, maps and hotel accommodations. Major sponsor logos were posted on the site to show their support of the event.
- The event received publicity in many calendar of events in newspapers, magazines and direct mail pieces. San Antonio Express News, Corpus Christi Caller Times, Houston Chronicle, KFTH-TV, KHCW-TV, KHOU-TV, KKBQ-TV, KSBJ-FM, KXTH-TV, That! Texas Magazine, and the Houston Press.



SPONSORSHIP AGREEMENT

YES! Our company would like to support this year's 2009 Rockport Seafair by sponsoring the _____ in the amount of \$_____.

Company Name: _____
 Address: _____
 Name of Contact Person: _____
 Telephone: _____ Cell: _____ Fax: _____
 Email Address: _____

Signature of Authorized Representative _____ Title _____

PAYMENT METHOD

Company check is enclosed
 Make check payable to: Rockport-Fulton Area Chamber of Commerce

VISA MasterCard Account # _____

 Cardholder's Signature Exp. Date

SEND TO:
 Rockport Seafair
 Rockport-Fulton Area Chamber of Commerce
 404 Broadway
 Rockport, TX 78382
 361-729-6445 FAX: 361-729-7681

For your records: Rockport-Fulton Area Chamber of Commerce, Inc. is a 501 (c) 6 organization.
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