

2018 ARMED FORCES Festival



Every May, the Bremerton Chamber of Commerce hosts the Armed Forces Festival.

First celebrated in 1948, this includes the nation's largest and longest running Armed Forces Day parade and festival.

The Chamber wants to thank the men and women who wear the uniform of the United States of America Armed Forces.

The tremendous success of these events is made possible by our sponsors and volunteers.

Please help our community in saying thank you to our Armed Forces by signing up to sponsor one or more of the festival events.

Bremerton Chamber of Commerce

286 Fourth Street
Bremerton, WA 98337
chamber@bremertonchamber.org
www.bremertonchamber.org
(360) 479-3579

Media Marketing Plan

Each event will be supported with multiple, large and professionally-designed ads. An additional campaign of ‘omnibus’ ads will promote the overall festival and its many events. Within the omnibus festival ads and the individual event ads, title and other sponsors will be clearly identified, with the Kitsap Sun consistently identified as the “Presented by” sponsor. The ads will be published in the Kitsap Sun, on the Bremerton Chamber website, social media, banners and posters for events, and in email blasts.

71st Annual Armed Forces Day Parade

The crowning event of the Armed Forces Festival week features over 150 entries participating. Entries are eligible to compete in one of the following categories:

- Best Float/Towed Display
- Best Veteran Unit
- Best Military Band
- Judge's Choice
- Crowd Favorite
- Best Military Unit-Active or Reserve
- Best High School Band (AAAA)
- Best High School Band (AAA)
- Best High School Band (AA)
- Best High School Band (A)
- Best High School Drum Major
- Best High School Drill Team
- Best High School Flag Corps
- Best Jr. High/Middle School Band
- Best Jr. High/Middle School Drill Team
- Best Jr. High/Middle School Flag Corps
- JROTC/Sea Cadet Unit
- Best Youth Organization
- Best Civilian Vehicle Unit
- Best Equestrian Unit
- Best Vintage Military Vehicle
- Best Vintage Agricultural Equipment
- Best Motorcycle Unit

71st Annual Armed Forces Day Parade

History and Statistics

The Armed Forces Day Parade held in Bremerton is the largest and longest running Armed Forces Day Parade in the nation. This year is the 71st year of the event, held on the third Saturday in May in downtown Bremerton. This event includes a Heroes' Barbeque that provides a free hot dog, chips and soda to all active-duty, reserve, retired and veteran service personnel.

The parade's annual attendance is 25,000 to 40,000 people from all over Western Washington. Entries come from as far away as Oregon and Spokane to participate in this event.

The parade includes all branches of the military, police and firefighters, youth organizations, dignitaries, commercial businesses, car clubs and more.

Sponsorship Opportunities

Armed Forces Festival "Admiral" Title Sponsorship—\$7,500

- Naming rights to the Armed Forces Day Parade (71st Annual "Your Company" Armed Forces Day Parade)
- Prominently placed company logo on Pacific Avenue banner
- Prominently placed company logo on Armed Forces Day omnibus ad in Kitsap Sun (\$15,000 value)
- Logo on every Armed Forces event ad (\$12,000 value)
- Company name and logo in all Chamber e-blasts, newsletters, posters and press releases
- Company representatives with a sign on their vehicle lead the Armed Forces Day Parade (behind color guard)
- 10'x10' booth space on Fifth Street during the parade (\$100 value)
- Two tickets for company representatives at the annual Navy League Gala (\$140 value)
- May Chamber luncheon sponsor, including a display table and two tickets (\$100 value)

Armed Forces Festival "Admiral" Title Sponsorship—\$7,500 (continued)

- Prominent rotating banner on Bremerton Chamber website for one year (\$1,000 value)
- Bremerton Chamber website "Complete Website" advertising for one year (\$1,200 value)
- Recognition in Chamber Gala program as the Armed Forces Title Sponsor

- Breakfast for two company representatives at the Bremerton Central Lions Club Pancake Breakfast on Parade Day

Armed Forces Festival “Captain” Sponsorship—\$6,000

- Company logo on Pacific Avenue banner
- Company logo on Armed Forces Day omnibus ad in Kitsap Sun (\$15,000 value)
- Company name as “Supporting Sponsor” in every Armed Forces ad (\$12,000 value)
- Entry in the parade (\$150 value)
- 10’x10’ booth space on Fifth Street during the parade (\$100 value)
- Display table and two tickets to May Chamber luncheon (\$60 value)
- Bremerton Chamber website “Complete Website” advertising for six months (\$600 Value)

Armed Forces Festival “Senior Chief” Sponsorship—\$3,000

- Company name as “Supporting Sponsor” in every Armed Forces ad (\$12,000 value)
- Entry in the parade (\$150 value)
- 10’x10’ booth space on Fifth Street during the parade (\$100 value)
- Display table and two tickets to May Chamber luncheon (\$60 value)
- Bremerton Chamber website “Complete Website” advertising for three months (\$300 Value)

Armed Forces Festival “Chief” Sponsorship—\$1,500

- Company name as “Supporting Sponsor” in all Armed Forces Festival ads (\$6000 value)
- 10’x10’ booth space on Fifth Street during the parade (\$100 value)
- Two tickets to May Chamber luncheon (\$50)

Heroes’ Barbeque Title Sponsor - \$5,000

- Naming rights to the event (“**Your Company**” Annual Armed Forces Day Heroes’ Barbeque)
- Logo on event advertising in Kitsap Sun (\$3000 value)
- Banner at BBQ during parade on site
- Display table at the BBQ
- Company name prominently mentioned in all advertising
- Entry in the parade (\$150 value)
- Display table and two tickets to May Chamber luncheon (\$60 value)

Heroes' Barbeque Supporting Sponsor - \$1000

- Smaller logo in Kitsap Sun ad
- Company name on banner as "Supporting Sponsor" at the Barbeque
- Two tickets to May Chamber luncheon (\$50 value)

Heroes' Barbeque Partnership Sponsors \$200 - \$500

Inclusion in all promotional materials as "Partnership Sponsor"

Pepsi Armed Forces Golf Tournament

This golf tournament brings together both civilian and military golfers in an event that thanks our Armed Forces for all their hard work and sacrifice.

Golfers compete for prizes in two different categories:

- Best Ball Scramble low gross score
- Best Ball Scramble low Callaway score

Golfers compete in many individual categories:

- Hole-in-one on Par 3 for Grand Prize
- Closest to the pin
- Longest drive
- Putting contest

History and Statistics

The Pepsi Armed Forces Golf tournament is held at the beautiful Gold Mountain Golf Course on the Cascade Course. The tournament is comprised of a Best Ball Scramble team event. Two shotgun starts are available, a morning and afternoon time. Since 2001, the tournament has increased in participants from 140 to 220+ golfers. Teams come from all over the Kitsap Peninsula, Seattle and Tacoma.

Sponsorship Opportunities

Hole-in-One Sponsor - \$1,500

- Logo on course banner
- Logo inclusion in all promotional materials
- Prominent sign at hole
- Table and chairs at hole
- Company name inclusion in all promotional materials

Eagle Sponsor - \$1,500

- Logo on course banner
- Logo inclusion in all promotional materials
- Prominent sign
- Table at check-in area for promotional materials
- Company name inclusion in all promotional materials

Lunch Sponsor - \$1,200

- Logo on course banner
- Prominent sign at the lunch buffet
- Table for promotional materials
- Company name Inclusion in all promotional materials

Putting Contest Sponsor - \$1,200

- Logo on course banner
- Prominent sign at the putting contest
- Table at putting contest for promotional materials
- Company name Inclusion in all promotional materials

Driving Range or Putting Green Sponsor - \$1,200

- Logo on course banner
- Prominent sign at driving range or putting green
- Table at driving range or putting green for promotional materials
- Company name inclusion in all promotional materials

Birdie Sponsor - \$750

- Prominent sign
- Table at check-in area for promotional materials
- Company name inclusion in all promotional materials

Closest to the Pin Sponsor - \$500

- Sign at hole
- Table and chairs for promotional material

Longest Drive Sponsor - \$500

- Sign at Longest Drive hole
- Table and chairs for promotional material

Cart Sponsor - \$500

- Signage on all carts

Refreshment Sponsor - \$300

- Two signs on drink cart
- Sign at the snack shack

Tee Box Sponsor - \$200

- Prominent signage at tee box
- Table and two chairs at hole

Tee or Green Sponsor - \$100

- Signage at the hole

Ambassador Program

This scholarship opportunity improves students' research and public speaking skills while building their awareness of the military and business communities in Kitsap County.

Criteria

Applicant must:

- Be a resident of Kitsap County
- Be between the ages of 16 and 20 (as of January 31, 2018)
- Be a high school graduate, 2018 graduating senior, college student or career person and have at least a 2.5 cumulative high school grade point average
- Be of good moral character
- Not have been convicted of any crime

History and Statistics

Since 2002, this event has provided scholarships to 88 young adults from the Kitsap County area. Over \$60,000 in scholarship money has been awarded in the past 15 years. The audience for the final event has grown every year, from 35 to over 150.

Sponsorship Opportunities

Scholarship Sponsor - \$4000

- Name of company included in the title of event. (2018 Armed Forces Festival 'Your Company' Ambassadors Program)
- Your company name will be prominently placed in all promotional material, including press releases, flyers, programs, etc.
- A representative from your company will be invited to present the scholarships to the recipient
- The finalists will ride at the front of the Armed Forces Day Parade with a sign advertising your company as sponsor

Supporting Sponsor - \$2000

- Your company name listed in the program
- Your company name listed in the press release
- A representative from your company would be part of the final event

Individual Ambassador Sponsor - \$500

- Your company name listed on the newsletter flyer and in the program
- Your company name mentioned at every event the candidate attends
- A representative from your company will be introduced at the final event

Military Culinary Arts Competition

This cooking competition features Western Washington's best Military Culinary Specialists.

Categories

The participations may compete in one or more of the following categories:

- BBQ ribs
- Chicken wings
- Pies (dessert)
- Chili
- Garnish
- Hors d'oeuvres
- Battling Chef (secret ingredient)
- Overall Best in Show

History and Statistics

The Armed Forces Festival Military Culinary Arts Competition began as a simple Chili Cook-Off on Armed Forces Day but has now become a stand-alone event on the first Saturday in May. Since 2002 this event has grown from 25 guests tasting chili to over 300 guests enjoying the best military culinary specialists' presentations and mouthwatering dishes. Participants come from all branches of the military with some teams taking this event so seriously they billet in Bremerton the week prior to prepare. The audience waits in anticipation for completion of judging, not only to find out the winners in each category but to sample all the entries.

Sponsorship Opportunities

Event Sponsor - \$3000

- Name of your company included in the title of the event (2018 Armed Forces Festival '**Your Company**' Military Culinary Arts Competition)
- Your company name prominently placed in all promotional material
- A representative from your company will be part of the event and invited to present awards
- Display table at the event to promote your company
- The finalists will ride at the front of the Armed Forces Day Parade with a sign advertising your company as sponsor

Awards Sponsor - \$1,000

- Prominent sign
- Inclusion in all promotional materials
- Your company name listed on the newsletter flyer
- A representative from your company will be invited to attend the event
- Display table at the event to promote your company

Supporting Sponsor - \$500

- Your company name mentioned at every Armed Forces Festival event
- Your company name listed on the newsletter flyer
- Display table at the event to promote your company

Thank You!

Bremerton Chamber of Commerce

286 Fourth Street

Bremerton WA 98337

Office: 360-479-3579 **Fax:** 360-479-1033