



BALLARD SEAFOODFEST

JULY 11, 12 & 13, 2025

NOW ACCEPTING 2025 SPONSORSHIP PARTNERS!



Ballard SeafoodFest is an iconic Seattle 3-day festival that attracts more than 70,000 attendees each year. While visitors are drawn year after year to the incredible bounty of seafood delicacies, the event now celebrates a live performance stage curated with artists in conjunction with KEXP, an expansive beer and cocktail garden that highlights the best of Ballard’s beverage scene, an eclectic mix of artisan craft vendors, family-friendly and all-ages activities, and much more.



It all started in 1974 as a neighborhood salmon barbeque celebrating Ballard’s fishing industry and Scandinavian heritage while raising funds to support the Ballard community. The gathering quickly became a beloved tradition. Each year, Trident Seafoods shares their salmon catch, while Alder trees are selected and felled by hand. The salmon is then artfully prepared over open flame, creating an impressive aromatic, visual and edible centerpiece to the 50+ year community festival.

The event remains free of charge to the public. All proceeds from Ballard SeafoodFest are reinvested back into the neighborhood through projects and programs that help ensure Ballard remains a vital and vibrant corner of Seattle. If you would like to be a 2025 SeafoodFest sponsor, please contact Mike Stewart at mike@ballardalliance.com.

**70k+
ATTENDEES**

**2.3k+ POUNDS
OF SALMON SERVED**

**50+ FOOD VENDORS
90+ ARTS & CRAFTS VENDORS**

**500+
VOLUNTEERS**



SEAFOODFEST.ORG

2025 BALLARD SEAFOODFEST SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS



MAJOR
\$5,000



HALIBUT
\$2,500



COPPER
\$1,750



KING
\$1,000



SOCKEYE
\$500

PRINTED COLLATERAL

Logo placement on 18" x 24" festival poster hung in 300 locations throughout King County

Logo placement on 11" x 17" festival poster hung on telephone poles throughout the city

Logo placement on festival program flyer

SOCIAL MEDIA

Sponsor Spotlight post on all Facebook and Instagram accounts (Ballard SeafoodFest, Ballard Alliance & Visit Ballard)

Sponsor thank you mentions on all social media accounts weekly in June and July

Special thank you mentions post-event on all social media accounts

ONLINE

Featured sponsor listing on seafoodfest.org homepage

Feature on visitballard.com homepage prior to event and thank you message post event

Logo placement on sponsorship website

E-NEWSLETTER & E-MAIL

Sponsors featured by name in Ballard Alliance staff email signatures with a link to SeafoodFest sponsorship website

Pre-event sponsor feature article & post-event thank you article in Ballard Alliance newsletter. (Distribution: 2,000+)

FESTIVAL WEEKEND - ONSITE

10' x 20' exhibition booth space (SAT & SUN) + brand ambassadors, swag giveaways permitted

10' x 10' exhibition booth space (SAT & SUN)

VIP Beer + Cocktail Lounge access

Logo placement on festival banners - MainStage, Info Booth and directional signage

LARGE
logo on poster



Large logo
MainStage, Info &
Directional Signs

MEDIUM
logo on poster



Large logo
MainStage, Info &
Directional Signs

SMALL
logo on poster



Medium logo
Info Booth &
Directional only



Medium logo
Info Booth only



Small logo
Info Booth only