Visitor Profile

- 13,000 to 15,000 annual attendance
- 55% from Maryland; an additional 33% from Mid-Atlantic region - DC, Pennsylvania, Delaware, New Jersey and Virginia
- 55% male and 45% female
- 59% between ages of 45 – 64
- 63% have incomes of $75,000+
- 62% attend one day; 37% attend multiple days
- 57% of the attendees identify with the names of the Festival’s Corporate Partners. In survey results, they indicated a likeliness to patronize these companies due to Festival support.
- The average visitor group = 3 persons, spends on an average of $535 during the trip
- Visitor groups staying in paid lodging spend on average $1,380 per trip

Online Visitors - Annually

- Website Page Views: 158,318
- Website Unique Visitors: 45,433
- Website Total Visitors: 61,923
Waterfowl Festival is an annual event that takes place in the Fall in Easton, Maryland and is dedicated to wildlife conservation, the promotion of wildlife art, and the celebration of life on Maryland’s Eastern Shore.

Starting in 1970, the founders set out to create an event that captured the true romance, excitement and heritage of waterfowl hunting in the Chesapeake Bay region. Since then, the Waterfowl Festival has become infamous for the quality of wildfowl art, the variety of activities, and that fact that the Festival draws visitors from all over the world. For three days the town transforms itself into a welcoming destination for art lovers, sporting life enthusiasts, and families.

How does it happen? As a completely volunteer-run event, the Waterfowl Festival showcases more than 350 artists and exhibitors – drawing between 13,000 to 15,000 attendees to Talbot County over the course of one weekend in November.

The Proceeds. In its lifetime the Waterfowl Festival has distributed and invested nearly $6 million in conservation projects throughout the Atlantic flyway, with emphasis on the Chesapeake Bay. Over 60 conservation organizations have benefited and carried out projects supported by Festival funding.

Waterfowl Chesapeake (the non-profit parent organization) conserves, restores and protect waterfowl and their habitats by:

1) Connecting private, financial resources with environmental needs;

2) Serving as a neutral convener for community discussions and solutions; and

3) Engaging and educating people and communities about the benefits and importance of healthy waterfowl habitats and populations.

Waterfowl Chesapeake is about creating communities in which present and future generations cherish the beauty and abundant waterfowl thriving in their habitat throughout the Chesapeake and Coastal Bay regions.

Attractions

Art Venues - painting, sculpture, carving and photography
Sportman's Pavilion - call makers, tour operators, hunting & fishing equipment, diving dogs & retriever demonstrations
Family Festival - kids activities, games, crafts
Tastings - food, beer & wine of the region
Buy, Sell, Swap - crafters & artisans
Artifacts & History Exhibits - decoys, carvers, wildlife displays
World Waterfowl Calling Championships - goose, duck and team calling contests for all ages
Waterfowl Festival is an annual event that takes place in the Fall in Easton, Maryland and is dedicated to wildlife conservation, the promotion of wildlife art, and the celebration of life on Maryland's Eastern Shore.

Starting in 1970, the founders set out to create an event that captured the true romance, excitement and heritage of waterfowl hunting in the Chesapeake Bay region. Since then, the Waterfowl Festival has become infamous for the quality of wildfowl art, the variety of activities, and that fact that the Festival draws visitors from all over the world. For three days the town transforms itself into a welcoming destination for art lovers, sporting life enthusiasts, and families.

How does it happen?

As a completely volunteer-run event, the Waterfowl Festival showcases more than 350 artists and exhibitors – drawing between 13,000 to 15,000 attendees to Talbot County over the course of one weekend in November.

The Proceeds.

In its lifetime the Waterfowl Festival has distributed and invested nearly $6 million in conservation projects throughout the Atlantic flyway, with emphasis on the Chesapeake Bay. Over 60 conservation organizations have benefited and carried out projects supported by Festival funding.

Waterfowl Chesapeake (the non-profit parent organization) conserves, restores and protects waterfowl and their habitats by:

1) Connecting private, financial resources with environmental needs;
2) Serving as a neutral convener for community discussions and solutions; and
3) Engaging and educating people and communities about the benefits and importance of healthy waterfowl habitats and populations.

Waterfowl Chesapeake is about creating communities in which present and future generations cherish the beauty and abundant waterfowl thriving in their habitat throughout the Chesapeake and Coastal Bay regions.

Attractions

Art Venues
- painting, sculpture, carving and photography

Sportman’s Pavilion
- call makers, tour operators, hunting & fishing equipment, diving dogs & retriever demonstrations

Family Festival -
- kids activities, games, crafts

Tastings
- food, beer & wine of the region

Buy, Sell, Swap
- crafters & artisans

Artifacts & History Exhibits -
- decoys, carvers, wildlife displays

World Waterfowl Calling Championships -
- goose, duck and team calling contests for all ages

Corporate Partnerships

Customized packages are available at the following levels:

- **Platinum Title Partner**
  - $15,000 (and above)

- **Gold Partner**
  - $10,000

- **Silver Partner**
  - $5,000

- **Bronze Partner**
  - $2,500

- **Titanium Partner**
  - $1,500

- **Business Sponsor**
  - $500

All packages are customized depending on your needs and can include: social media and online, print exposure on banners, postcards, mailers, invitations and the Official Guide, which is distributed to over 25,000 Festival goers and local subscribers. In-Kind sponsorships are also welcomed and accepted. Please contact the Waterfowl Festival office for more information on what is included at what level.

Special Opportunities include...

Calling Contest, Downtown Corporate Gathering Space, Beer Tasting Pavilion, Wine Tasting Pavilion, Sportsman’s Party, Premier Night Party and More! Just ask how to get involved!

410-822-4567
info@waterfowlfestival.org

WATERFOWL FESTIVAL
November 8-10, 2019
in Historic Easton, Maryland

Celebrating Nature, Art and Heritage of the Eastern Shore

410.822.4567
info@waterfowlfestival.org

WATERFOWL FESTIVAL
November 8-10, 2019
in Historic Easton, Maryland

CALL FOR ENTRIES!

WATERFOWL FESTIVAL
November 8-10, 2019
in Historic Easton, Maryland

All Festival profits benefit Waterfowl Chesapeake’s restoration and conservation efforts in the region.

•  World-class artists, small-town feel
•  Shore sporting & hunting traditions
•  Regional music, food, wine & beer tasting
•  Demonstrations and children’s activities

Visit www.waterfowlfestival.org or call 410-822-4567
Visitor Profile

- **13,000** to **15,000** annual attendance
- **55%** from Maryland; an additional **33%** from Mid-Atlantic region - DC, Pennsylvania, Delaware, New Jersey and Virginia
- **55%** male and **45%** female
- **59%** between ages of **45 – 64**
- **63%** have incomes of **$75,000+**
- **62%** attend one day; **37%** attend multiple days
- **57%** of the attendees identify with the names of the Festival’s Corporate Partners. In survey results, they indicated a likeliness to patronize these companies due to Festival support.
- The average visitor group = **3** persons, spends on an average of **$535** during the trip
- Visitor groups staying in paid lodging spend on average **$1,380** per trip

Online Visitors - Annually

- Website Page Views: **158,318**
- Website Unique Visitors: **45,433**
- Website Total Visitors: **61,923**

facebook.com/WaterfowlChesapeakeFestival
facebook.com/WorldCallingChampions/
instagram.com/waterfowlfestival
twitter.com/WaterfowlFest