

SALTY SEA DAYS

Marketing Partnership Opportunities

By Sponsoring Salty Sea Days, Your Company:

Sets yourself apart from your competition by demonstrating positive corporate citizenship

Can promote your products or services by offering coupons or giveaways

Attains great visibility within the community and builds strong relationships with existing & potential clients

Aligns your business with our sound vision of supporting our local economy, enhancing public spaces, and providing leisure activities for a better quality of life

Our Digital Community

Social followers: 6,000+

Social reach: 250,000

Newsletter: 3,000

Website views/month: 8,000

Event Reach

Our marketing strategies include a combination of radio, print, and social media. Our reach continues to grow each year, and we expect cross-promotion with Everett 3on3 to further expand our reach. The Facebook event page alone had a reach of more than 100,000 last year!

In 2023 we exceeded the previous year's attendance, drawing over 7,500 people.

About Us

We are the Downtown Everett Association, a 501(c)(6) nonprofit organization. We champion our downtown community by supporting economic vitality, stewarding public spaces and historic places, promoting local experiences, and cultivating a strong organizational network. For more than 25 years, we have collaborated with businesses, residents, governments, community organizations, investors, and developers.

Keep in Touch

To discuss marketing partnership opportunities, reach out to Madison at madison@downtowneverettwa.org



downtown everett
association

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DEA is reviving the beloved tradition of Salty Sea Days with a new summer block party taking over the heart of Downtown Everett on July 12 & 13, featuring live entertainment, a beer garden, and family-friendly activities. We anticipate 7,500+ attendees.

Sponsor Benefits	Presenting \$10,000	Chinook \$5,000	Steelhead \$2,500	Sockeye \$1,750	Halibut \$1,000	Coho \$500	Flounder \$250
Logo on website	x	x	x	x	x	x	x
Inclusion in social media posts	All	5x	4x	3x	3x	2x	1x
Inclusion in a press release	x	x	x	x	x	x	
Inclusion in eNewsletter	3x	3x	2x	2x	1x	1x	
Dedicated social media post	5x	4x	3x	2x	1x		
Logo incl. in marketing materials	x	x	x	x	x		
Recognition in DEA annual report	x	x	x	x			
Opp. to have an on-site presence (booth fee waived)	x	x	x				
On-stage shoutouts	x	x	x				
Logo incl. on swag	x	x					
Logo on stage banner	x	x					
Category exclusivity	x						

In addition to the benefits listed above, we are happy to craft packages to meet your goals and budget. Examples of additional partnership benefits we can provide include: social media giveaways hosted by your business, exclusive activity/area sponsorship (e.g. beer garden, inflatable slide, etc.), social media takeover. Contact Madison at madison@downtowneverettwa.org to discuss custom marketing partnership packages.