

FIRST ANNUAL  
*West Marin*  
**OYSTERFEST**



**SEPT. 20th, 2026**  
**Point Reyes Station**  
**[oysterfest.co](http://oysterfest.co)**

## **SPONSORSHIP GUIDLINES**

**Produced By**  
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# First Annual West Marin OYSTERFEST

## EXECUTIVE SUMMARY

**Event:** The first annual West Marin OYSTERFEST celebrates the Tomales Bay Oyster Farmers and their harvest, as well as other local foods, sustainability, and community spirit. It will be held in one of the most beautiful coastal regions in the world, Point Reyes.

The West Marin OYSTERFEST is designed to become an annual event for West Marin residents and a must-visit destination for oyster lovers everywhere. It will become a cherished tradition that brings people together to honor the bounty of Tomales Bay and the culture of West Marin.

**Date:** Sunday September 20<sup>th</sup>, 2026

**Hours of Event:** The Festival hours will be from 11:00pm to 5:00pm.

**Location:** 4<sup>th</sup> St. between A St. and B St., Downtown, Point Reyes Station, CA

**Attendance:** 1500 plus

**Media Advertising:** Support from KWMR Radio, and an extensive social media/digital plan, augmented by traditional trade and purchase of radio and print.

**Demographics:** Attendees will represent West Marin residents and guests from throughout the San Francisco Bay Area. They are Broad based in age, race, and income. The West Marin Oyster Festival is planned as a family-oriented event.

# First Annual West Marin OYSTERFEST

## GENERAL SPONSORSHIP LEVELS

We are confident that your association with the 2026 West Marin OYSTERFEST will be an effective promotion and marketing strategy for your company this 2026, and in the years to come.

Corporate/Local Business:	Title	Present	Primary	Secondary	Tertiary	Patron	Contributing Sponsor
Price:	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
<b>Pre-Event Representation:</b>							
A. Event Poster	X	X	X	X	X	X	X
B. Display Advertising	X	X	X	X	X	X	
C. Website	X	X	X	X	X	X	X
<b>Site Presentation:</b>							
D. Booth Presentation	X	X	X	10' X 20'	10'X10	Table	
E. Event Promotional Signage	X	X	X	X	X	X	
F. Event Program / Tab	X	X	X	X	X	X	
G. Public Address	X	X	X	X	X		
H. Sampling	X	X	X	X	X		
I. Raffle	X	X	X	X	X		
Custom Development	X	X	X	X			
*Local Marin Businesses Only						X	X

### Special Sponsorships:

Media: \$10,000 plus  
Beverage: Cash, Product Trade or Both

### General Information:

Level benefits will determine location of booth space at event site, i.e. higher traffic areas, main intersections and premier sign placement. Premier locations are allocated by seniority and higher levels of involvement.

The levels will determine the size and scope of the company listing in all publicity, i.e. size of name or logo placement. Larger presentations are available on an individual basis and to be negotiated under the custom development levels.

**All levels of involvement underwritten through payment by Cash, Trade, or combination thereof will be considered. MarinArts is the Fiscal Sponsor of the West Marin OysterFest providing their 501(c)(3) tax deductible status for all financial support including donations and loans.**

# First Annual West Marin OYSTERFEST

## EVENT DESIGN AND COMPONENTS

The West Marin OYSTERFEST will feature many unique activities and components that promote attendee enjoyment and participation including:

**Oysters for Sale** – Festival attendees will be able to enjoy consuming quantities of fresh oysters in a variety of preparations created by local farms, restaurants and non-profit organizations.

**Oyster Shell Stage** – Announcements, awards, the oyster calling contest and a special showcase of local performance artists will be held on the Stage.

**Food and Beverage Concessions** – An extensive selection of foods and beverages, some representing the oyster theme, will be available for sale. This is an opportunity for local non-profits groups to participate as fund raisers

**Local Gourmet Food Marketplace** – Showcasing the bounty of specialty gourmet foods and beverages produced in West Marin.

**Local Artist and Craftsperson Gallery** – This is a high-level presentation of fine art and crafts created by local artists and crafts people. Many of the pieces will reflect the natural beauty of the area and an ocean theme.

**Cutest Little Oyster Contest** – Costumed children ages 0–5 may enter. Pre-registration is required. Awards will be presented.

**Shuck & Swallow Contest** – This competition, where teams race to shuck and eat oysters as fast as possible. Awards and bragging rights will be presented.

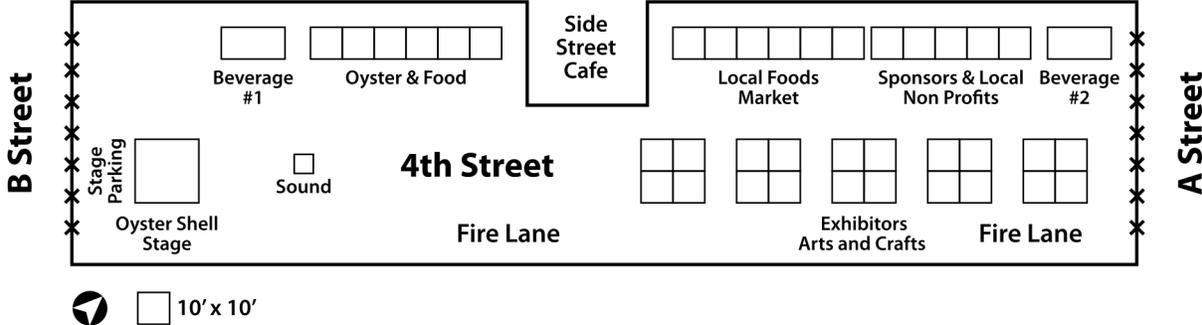
**Oyster Calling Contest** – Inspired by traditional animal-calling contests, this quirky event encourages participants to summon oysters from the bay with their best (and often funniest) calls. This will be held on the Oyster Shell Stage. Awards and bragging rights will be presented.

**Poseidon and his Court** – A special appearance by the king of the sea, his queen, and their entourage. Any mermaids and pirates in costume are invited to participate.

**Details and additional Sponsorship Fee Structures associated with**

these Components and Activities as well as others under development are available upon request.

# West Marin OYSTERFEST



September 20th, 2026