



# BALLARD MUSIC & SEAFOODFEST

**JULY 10 - 12, 2026**

*Become a festival sponsor in 2026!*

Ballard Music & Seafoodfest is Seattle's iconic three-day festival that attracts more than 75k visitors to the Ballard neighborhood each summer. Festivalgoers are drawn to the incredible bounty of seafood delicacies, live musical performances all weekend long, an expansive beer & cocktail garden that showcases the best of Ballard's craft beverage scene, an eclectic mix of artisan craft vendors, an exclusive VIP lounge, a kids area filled with activities and performances, a skateboarding competition, a lutefisk eating contest and much more!

It all started in 1974 as a neighborhood salmon barbeque picnic celebrating Ballard's connection with fishing industry and its Scandinavian heritage, while raising funds to support the vitality of the Ballard community. Those traditions continue as the event celebrates 52 years of fun this year!

New in 2026, we added *music* in the name, a fresh brand and a more capable website. The festival remains free of charge to the public. All proceeds from Ballard Music & Seafoodfest are reinvested into the neighborhood through projects and programs that help ensure Ballard remains a vital and vibrant corner of Seattle. Festival sponsorship has lasting year-round impact for the community. It allows us to showcase our partners to a large diverse audience and helps us celebrate the best of our beloved neighborhood for one special weekend. Would you like to be a part of this special event in 2026?

Contact Mike Stewart at [mike@ballardalliance.com](mailto:mike@ballardalliance.com) or 206-784-9705 for more details on how to become a sponsor.

75K +  
ATTENDEES

2.3K +  
POUNDS OF  
SALMON SERVED

50 FOOD VENDORS  
90 CRAFT VENDORS

500  
VOLUNTEERS





# BALLARD MUSIC & SEAFOOD FEST

## SPONSORSHIP BENEFITS

### PRINTED COLLATERAL

Logo placement on 18"x24" festival poster hung in ~300 locations throughout King County

Logo placement on 11"x17" festival poster hung on telephone poles throughout the city

Logo placement on festival program flyer

### SOCIAL MEDIA

Sponsor Spotlight post on Facebook & Instagram accounts

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

Special thank you mention post-event on social media

### ONLINE

Featured sponsor on seafoodfest.org homepage

Blog post feature on visitballard.com

Logo placement on seafoodfest.org

### E-NEWSLETTER & EMAIL

Sponsors featured by name on Ballard Alliance/BMSF staff email signatures with a link to the sponsorship page

Pre-event sponsors feature article & post-event thank you article in Ballard Alliance newsletter (Distribution: 2k+)

### FESTIVAL WEEKEND - ONSITE

10'x20' exhibition booth space (SATURDAY & SUNDAY) plus brand ambassadors and swag giveaways permitted

10'x10' exhibition booth space (SAT & SUN)

VIP Lounge Experience Access Passes

Logo placement on festival banners - Main Stage & Info Booth

	MAJOR \$5,000	HALIBUT \$2,500	COPPER \$1,750	KING \$1,000	SOCKEYE \$500
LARGE LOGO ON POSTER	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○
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	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○
10 PASSES/per day		○			
LARGE LOGO MAIN STAGE & INFO BOOTH		LARGE LOGO MAIN STAGE & INFO BOOTH	MEDIUM LOGO INFO BOOTH	MEDIUM LOGO INFO BOOTH	MEDIUM LOGO INFO BOOTH