



## **YARMOUTH CLAM FESTIVAL**

### **July 17–19, 2026**



**A Maine Summertime Tradition Since 1965**

**Maine's Largest Free-Admission Festival**

**A three-day, family-friendly community festival in Yarmouth, welcoming 80,000-100,000 attendees.**

- Supports dozens of local non-profit organizations, powered by hundreds of dedicated volunteers, and funded primarily through business sponsorships.
- Features multiple entertainment stages with local and regional performers.
- Includes signature events such as the Friday Night Parade, Maine State Clam Shucking Competition, Pat's Pizza 5-Mile Classic, and Youth Road Races.
- Hosts one of the region's largest outdoor Fine Art & Craft Shows featuring more than 130 vendors.
- Offers a dedicated family area with free and low-cost activities, a sensory tent, and a family care station.
- Showcases local seafood alongside gluten-free and vegetarian food options.
- Designed to be safe, accessible, and welcoming across the festival grounds.
- Continued growth of sustainability and waste reduction, diverting 77% of festival waste from the landfill.

Be a part of this long-standing Yarmouth tradition.

**Email Partnerships Coordinator Amy Sinclair - [amy@clamfestival.com](mailto:amy@clamfestival.com) 207-846-3984**

# 2026 SPONSORSHIP OPPORTUNITIES

## General Sponsorships

**\$30,000 (1)** – Presenting Sponsor

**\$15,000 (1)** – Lead Sponsor

**\$10,000 (2)** – Festival Sustainer

## Area Sponsorships

**\$7,500 (1)** Memorial Green Stage

**\$5,000 (1)** NYA Stage

**\$5,000 (1)** Fine Art & Craft Show

**\$1,000 (3)** Merrill Memorial Library Stage (Family tent)

**\$2,000 (1)** First Parish Church Stage

**\$500 (2)** Sensory Tent

## Clam Fest Crossing

**\$3,000-\$10,000 (6)** Clam Fest Provides high-visibility Experiential Marketing opportunities in high foot traffic area (\$ based on space requirements)

## Branding Sponsorships

**\$7500 (1)** Bus Shuttle

**\$5,000 (2)** Sustainability

**\$2500 (1)** Clam Bucks

**\$2,500 (1)** Crew Golf Carts

**\$2,000 (1)** Shuttle Golf Cart

**\$1,000 (8)** Entertainment

Tent Banner

**\$500 (6)** Reusable Tote Bag

## Event Sponsorships

**\$3,000 (5)** Friday Parade

**\$3,000 (1)** Friday Evening Concert

**\$4,000 (1)** Saturday Pats 5 Mile Race

**\$3,000 (3)** Saturday Clam Shucking Competition

**3,000 (1)** Saturday Fireman's Muster

**\$2,500 (4)** Saturday Kids Fun Run

**\$2,000 (2)** Saturday Blueberry Pie Eating Competition

**\$5,000 (1)** Sunday Diaper Derby

**\$1,000 (1)** Saturday K-9 Demo

**\$3,000 (2)** Sunday Pro Bike Race

**\$3,000 (1)** Sunday Afternoon Concert Finale

# A Maine Summertime Tradition Since 1965

What began in 1965 as a local clambake has grown into Maine's largest free-admission festival, where we welcome 100,000 visitors to Yarmouth starting every Third Friday in July.



More than a weekend of food, entertainment, and fun, the Yarmouth Clam Festival plays a vital role in supporting the nonprofit fabric of the community, with 30+ organizations relying on festival proceeds to sustain their programs.

Unlike many large events, the Yarmouth Clam Festival does not receive funding from personal donations or public grants. As a 501c6, the Chamber relies on business sponsorships to make the festival possible. These partnerships are essential as festival costs continue to rise each year.

Whether you're looking for wide-reaching brand exposure or a custom sponsorship package, we'll work with you to design a partnership that aligns with your business goals while supporting one of Maine's most beloved family festivals.

SWITCH \$10.00  
SANDWICH \$12.00  
BEER \$3.00




## Community Impact of Funds Raised:

- Student Events and Scholarships
- Eagle Scout projects
- Elderly assistance services
- Contributions to food pantries and soup kitchens
- Performing and Visual Arts
- Maintenance of community spaces
- Athletic equipment and uniforms

## FMI or to discuss a custom sponsorship:

 Amy Sinclair  
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 207-846-3984

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**\$30,000+**  
**(1)**

61st Anniversary  
Yarmouth Clam Festival  
presented by...

- Large logo on banner hanging across Main St.
- 20 Free T-shirts or Posters

**\$15,000+**  
**(1)**

- Logo on banner hanging across Main St.
- 10 Free T-shirts or Posters

**\$10,000+**  
**(2)**

- 10 Free T-shirts or Posters

## All GENERAL Sponsorships Include:

- Premium signage and logo placements in the Clam Festival brochure, website, social media, newsletter, and other marketing materials.
- Banner displayed in each of our entertainment tents, and verbal recognition throughout the weekend during major events.
- Name/logo Inclusion in all festival communications including newsletters, press releases, and radio/TV/podcast interviews.
- 10x10 booth during the weekend for sampling, info, giveaways, etc. Bonus points for providing an engaging activity for attendees.
- Entry for a float in the Friday night parade.
- Tailored marketing and VIP opportunities per sponsor.



**GENERAL SPONSORSHIPS**

# All AREA Sponsorships include:

- Prominent placement in the Clam Festival brochure, website, newsletter, social media, and other marketing materials.
- Verbal recognition for stage sponsorships
- Your company's banner displayed prominently on stage/sponsored area.
- Option to have float in parade, and 10x10 booth for sampling and giveaways. Bonus points for providing an engaging activity for attendees.

## Memorial Green Stage

**\$7,500 (1)**

Our Main tent in front of the food circle where we host musical acts, competitions & signature events,.

## NYA Stage

**\$5,000 (1)**

This stage on the NYA front lawn abuts the Craft Fair and features musical acts, competitions, signature events, and special guests.

## Fine Art & Craft Show

**\$5,000 (1)**

Our juried Fine Art & Craft Show features a selection of handmade and original works from 130+ vendors from Maine and New England.

## Merrill Memorial Library Stage

**\$1,000 (3)**

Located on the Merrill Memorial Library lawn, this area provides free/low-cost activities, entertainment, demonstrations, and our Family Care Station where you can change a diaper, nurse a baby, etc.

## First Parish Church Stage

**\$2,000 (1)**

Home of First Parish Church's famous pies, this stage features special events including the Blueberry Pie Eating Contest, activities and demonstrations, bingo, and trivia!

## Sensory Tent & Inclusion

**\$500 (2)**

A calm, quiet, zone with toys and tools to help people of all ages hit the pause button.

**AREA SPONSORSHIPS**

# All EVENT Sponsorships include:

- Logo featured in the Clam Festival brochure, website, newsletter, social media, and other marketing materials.
- Your company's banner displayed inside entertainment tent.
- Logo on registration forms and promotional flyers.
- Verbal recognition during event (if applicable).
- Option to have float in parade, and 10x10 booth for 4 hours during your event for sampling and giveaways. Bonus points for providing an engaging activity for attendees.



## Additional Event Perks

- Parade - Large sponsor banner carried in front of your float
- Kids Fun Run - Logo on Fun Run T-Shirts
- Rumble - Logo on Volunteer T-shirts
- Live MCs for Diaper Derby (Lee Goldberg), Clam Shuck (Phil Harriman), K9 Demonstration, Bike Race, Road Race, Special Events/Bands

### Parade



**\$3,000**  
(5)

### Friday Night Concert



**\$3,000**  
(1)

### Kids Fun Run



**\$2,500**  
(4)

**EVENT SPONSORSHIPS**

## Clam Shucking Competition



\$3,000  
(3)

## K9 Demo



\$1,000  
(1)

## Blueberry Pie Eating Contest



\$2,000  
(2)

## Firemens' Muster



\$3,000  
(1)

## Professional Bike Race



\$3,000  
(2)

## Diaper Derby



\$5,000  
(1)

## Sunday Afternoon Concert:



\$3,000  
(1)

## Main Street Rumble



\$3,000  
(3)

EVENT SPONSORSHIPS

# All **BRANDING** Sponsorships include:

- Recognition in the Clam Festival brochure, website, social media, newsletter, and other marketing materials.
- Logo placement on your sponsorship site.

**\$7,500**  
(1)

## **Bus Shuttle**

Have your company's name and logo on the shuttle buses that transport festival goers to and from the Park N Ride lot to Main Street!

**\$5,000**  
(2)

## **Sustainability**

Link your company's brand to all sustainability efforts at the festival

**\$2,500**  
(1)

## **Crew Golf Carts**

We rent a fleet of golf carts to get around town all week and to transport VIPs in the Parade. Get your logo seen on the move!

**\$1,000**  
(6)

## **Entertainment**

Your business banner hangs in two of our entertainment tents throughout the weekend.

**\$2,500**  
(1)

## **Clam Bucks**

Place your logo on clam currency. Clam bucks are given to competition winners & volunteers, and used like cash at food and merch booths.

**\$2,500**  
(1)

## **Shuttle Golf Carts**

We'd like to offer free golf cart shuttles within the footprint of the festival. Sponsor this option to make it happen.

**\$500**  
(6)

## **Reusable Bag**

Put your logo on the reusable bags we pass out in the merch booth.

**What are your company's goals?**  
**Inquire about customized sponsorships!**



**BRANDING SPONSORSHIPS**