



28th Annual
OYSTER FEST
SEPT. 30, 2016

Shaw's Oyster Fest takes place on September 30, 2016 and brings together live music, craft beer, fresh seafood and a variety of East and West Coast Oysters from some of the most renowned oyster growers from around the country.

The food line up will consist of Shaw's Crab House favorites and specialties from our sister restaurant Oyster Bah. An array of beverage options will be available for festival goers at Oyster Fest this year including wine, a wide selection of craft beers and cocktails.

The 2016 Oyster Fest will feature three dynamic bands (line-up to be announced).

Previous festival headliners include St. Lucia, Lee Brice and Buddy Guy.

Tickets will be sold through Night Out and at the gate.



DEMO- GRAPHICS

87.6% AGED 21-34, 67% FEMALE, 33% MALE,
FROM CHICAGO NEIGHBORHOODS SUCH AS LINCOLN PARK,
LAKEVIEW, STREETERVILLE, RIVER NORTH, AND WICKER PARK

MEDIA EXPOSURE

PRINT & WEB CHICAGO READER • CHICAGO TRIBUNE
CS MAGAZINE • FRONT DESK • TIME OUT CHICAGO • EATER • RED EYE
CHICAGO MAGAZINE • TASTING TABLE • UD • GRUB STREET

TELEVISION & RADIO FOX NEWS CHANNEL • NBC 5 CHICAGO
WGN 9 CW • YOU&ME THIS MORNING • 93 WXRT

SOCIAL MEDIA FACEBOOK • 100,000 FANS
TWITTER • 130,500 FOLLOWERS
LETTUCE EATS • 150,000 FREQUENT DINERS



SPONSORSHIP OPPORTUNITIES

LEVELS/ WHAT'S INCLUDED	Platinum Level Sponsorship \$10K +	Gold Level Sponsorship \$5K +	Silver Level Sponsorship \$1K +	General Level Sponsorship \$500 +
Official Brand Placement at Oyster Fest				
Brand Placement in Shaw's Crab House				
Festival Signage				
Stage Signage	<i>Premier</i>	<i>Standard</i>	<i>Standard</i>	<i>Standard</i>
Placement on all emails, website, social media	<i>Premier</i>	<i>Standard</i>	<i>Standard</i>	<i>Standard</i>
General Entry tickets				
VIP Entry				
Cafe Entry				
Mentions on 670 The Score				
Mentions on 93.1 WXRT				
M.C. Stage Mention				