

## 2013 SEAFAIR



Captain of Summer!  
June 21 – August 18

2012 Winner for "Best Fair/Festival"  
Special Events Magazine Gala Awards



## SEATTLE'S SUMMER CELEBRATION

1. Seattle's Premier Summer Celebration for 64 years
2. Not-for-profit Festival with affiliated 501(c)(3)
3. Estimated \$80M Economic Impact: 75 Events over 8 weeks with 2 million impressions annually
4. Touches every community in Greater Seattle
5. International Recognition as the best festival on the Planet!



## SEAFAIR EVENTS – Free & Affordable

**RAVE** To Seattle's upcoming Seafair celebration. We were in Texas for spring break during a city's weeklong community celebration that seemed similar to our Seafair. Unfortunately, most of the activities, even parades and watching school band performances, had an admission fee, and not just a couple of bucks. It made us appreciate what we in the Puget Sound area have, and the need to support these community events to keep them accessible.

—Seattle Times, Sunday May 19, 2013

- Seafair Festival Kick Off – First day of Summer
- Seafair Pirates Landing – July 6
- Seafair Milk Carton Derby – July 13



## SEAFAIR COMMUNITY FAMILY EVENTS

June 22-23	Eastside Heritage Strawberry Festival		
June 29	Greenwood Car Show	July 21	Chinatown Parade
July 3-4	Des Moines Waterland Events	July 21-22	Seattle Bon Odori
July 4-7	Lake Union Wooden Boat Festival	July 24	Greenwood Seafair Parade
July 4-20	West Seattle Hi-Yu Summer Festival	July 26-28	IKEA Renton River Days
July 6	Wallingford Family Parade & Festival	July 26-28	Silverdale Whaling Days
July 11-14	Kent Cornucopia Days	July 26-28	Tour de Terrace
July 13	Pioneer Square Fire Festival	July 28	Kirkland Classic Car Show
July 13	Crown of Queen Anne Fun Run/Walk	July 28	Hispanic Seafair
July 13-14	Ballard Seafood Fest	July 28	Pista sa Nayon
July 13-14	Mercer Island Summer Celebration!	Aug 2-3	Magnolia SummerFest Seafair Parade
July 14-15	Seattle's Chinatown-4D Dragon Fest	Aug 2-3	Lake City Pioneer Days Festival
July 13-21	White Center Jubilee Days	Aug 2-4	Umoja Fest African American Festival
July 19-21	Kla Ha Ya Days Festival	Aug 4	Shoreline Classic Car Show
July 19-21	Kirkland Uncorked	Aug 9-11	Kirkland SummerFest
July 19-22	Seafair Pow Wow	Aug 10	Taste of Hood Canal
July 20	West Seattle Grand Parade & 5K Run	Aug 17-18	Central Area Community Festival
July 20-21	Covington Days Festival	Aug 17-18	Rainier Valley Culture Fest Weekend





### • SEAFAIR EVENTS – SPORTS

- Rock ‘n’ Roll Seattle Marathon EXPO – June 20 & 21
- Rock ‘n’ Roll Seattle Marathon & ½ Marathon – June 22
- BRI Seafair Triathlon Expo – July 20
- BRI Seafair Triathlon & Kids Triathlon – July 21
- Michelob Ultra Seafair Torchlight Run – Jul 27



### • SEAFAIR EVENTS – MILITARY

- Blue Angels – Sequester Cancellation in 2013
- Fleet Week – Sequester Cancellation in 2013
- Coast Guard – maintain safety enforcement
- Seafair Military Engagement
  - Seafair Military Breakfasts
  - Sports Events Discounts
  - Free admission to Seafair Weekend



### SEAFAIR SIGNATURE CELEBRATIONS

- Seafair Summer Fourth Fireworks – July 4
- Seafair Torchlight Spectacular – July 27
- Alaska Airlines Seafair Torchlight Parade – July 27
- Seafair Weekend featuring Albert Lee Appliance Cup and Boeing Air Show – August 2-4
  - 115,000 in attendance this year
  - Several sponsors have already asked to renew for 2014



### SEAFAIR FOUNDATION PROGRAMS

- Scholarship Program for Women
  - \$20,000 + in college scholarships
- High School Ambassador Program
  - Youth Leadership Symposium
  - International delegation exchange with Kobe, Japan
- Education Curriculum
- Holiday Cruise for the Intellectually Disabled Community





## THE SEAFAIR FAMILY

- Two million event attendance impressions
- Over 35,000 show participants
- 10 Full Time Staff; 15 Interns
- 40 Member Board of Directors
- 150 Year-Round Volunteer Leaders
- 3,000 + volunteers
- 5 Entertainment/Service Groups
  - Seafair Pirates
  - Seafair Boat Club
  - Seafair Clowns
  - Seafair Commodores
  - Seafair Parade Marshals



## SEAFAIR ROYALTY 2013

- Torchlight Parade Grand Marshal – Gary Payton
- 2013 King Neptune Jonathan Poneman and Queen Alcyone Jennifer Roth
  - 2012 Slick Watts & Sue Rahr
  - 2011 Tom Skerritt & Joni Earl
  - 2010 John Curley & Dr. Bonnie Dunbar
- 2013 Miss Seafair Emily Rio Barber, representing Filipino Community of Seattle
  - 2012 Veronica Asencé, Hispanic Community (UW student in Communications)



## SEAFAIR 2013 PRIORITIES

1. Maintain Cultural Impact on Seattle
2. Emergency Preparedness for a Safe Event
3. 4<sup>th</sup> of July Fireworks Partnership
4. Prepare for 2014's 65<sup>th</sup> Anniversary

