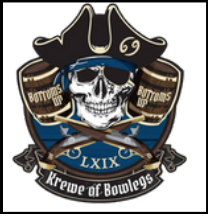


THE 69TH KREWE OF
BOWLEGS
IS PROUD TO PRESENT

BILLY BOWLEGS PIRATE FESTIVAL



Billy Bowlegs is one of the Emerald Coast's most celebrated traditions! The Billy Bowlegs Festival remains the primary fundraiser for the William Augustus Bowles Historical Foundation, a 501(c)3 organization dedicated to inspiring a love for local history in children young and old.

Held annually at the Landing Park on Brooks Street in Downtown Fort Walton Beach, admission is free and 2025 attendance is projected to top 2,500 people each day.

We are excited for Captain Billy LXIX (69) and his Krewe to carry on the Billy Bowlegs tradition
- A long-celebrated event, full of heritage that everyone can enjoy!

The Billy Bowlegs Festival started as a Labor Day water ski show and has turned into one of the area's longest-running and most popular festivals. In 1953 enterprising young business leaders, known as the Fort Walton Beach Jaycees, set out to create a fun festival that would bring tourists to "The Playground Area". They decided on a high-spirited, raucous pirate theme and they unanimously chose the notorious William Augustus Bowles as the patron pirate. The legend of Bowles, and his dastardly deeds, were widespread along the Emerald Coast.

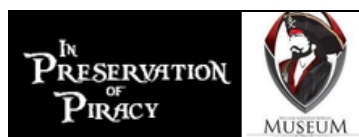
The ski show quickly grew to a three-day festival. In 1955, Nathan Fleet, a downtown Fort Walton Beach retail merchant, was chosen as the first Captain Billy Bowlegs. Nathan reigned over the Festival and led the pirate "raids," and so began the Krewe of Bowlegs. The overwhelming success of the celebration sparked enthusiasm throughout the Fort Walton Beach business community and a secret delegation of four was given the task of choosing the Billy Bowlegs each year from the Krewe of Bowlegs member list. The original 1957 Bowlegs Festival souvenir program lists the original Krewe membership as 75 men. They kept the identity of Billy Bowlegs secret until the unmasking ceremonies took place on the evening of the grand ball.

The festival was soon extended to a multi-day community celebration! Treasure hunts, fireworks displays, family activities such as the pirates arriving at The Landing Park for a skirmish over the City of Fort Walton Beach, the hoisting of the Jolly Roger, and the Torchlight Parade are just some of the fun activities that the city residents and guests have enjoyed throughout the years.

Today, many Bowlegs members are second, and some are third, generation pirates.
They carry on the tradition set forth by their pirate fathers.

We look forward to partnering with you and your business
for another successful Billy Bowlegs Festival event!

TRAFFIC Approximately 5000 people attend this event over the 2-day period.



Sponsorship Packages

**BILLY BOWLEGS
PIRATE FESTIVAL**



Title Sponsor -- \$10,000 (1 available)

- Logo & "Presented By" on all advertisements for Billy Bowlegs Festival – website, social media, print, email, radio and more
- Logo on Event Banner displayed at the stage for direct visibility
- Link to your direct website in all email blasts, social posts and festival website
- Monthly posts on our social media channels directing traffic to your pages
- Option for 20x10 vendor booth space for the Billy Bowlegs Festival
- Presenting Sponsor announcements from main stage 4x during Billy Bowlegs Festival
- Option to add swag to the VIP Guests "Ditty" Swag Bags
- Option to host a private Billy Bowlegs pre-party at your establishment

Co-Title Sponsor -- \$5,000 (2 available)

- Logo on all advertisements for Billy Bowlegs Festival – website, social media, print, email, radio and more
- Link to your direct website in all email blasts, social posts and festival website
- Bi-Weekly posts on our social media channels directing traffic to your pages
- Co Title Sponsor announcements from main stage 2x during Billy Bowlegs Festival
- Option for 20x10 vendor booth space for the Billy Bowlegs Festival
- Option to add swag to the VIP Guests "Ditty" Swag Bags

Jolly Roger Sponsor -- \$1,500

- Logo on Billy Bowlegs Festival website linked back to your direct website
- Logo on banner at the festival
- 2 posts on our social media channels directing traffic to your pages

Heave Ho Sponsor -- \$500

- Logo on Billy Bowlegs Festival website linked back to your direct website
- 1 post on our social media channels directing traffic to your pages

Thank you in advance for your consideration in sponsoring the Billy Bowlegs Festival.

Please contact us via email with questions: bowlegsfestivalchair@gmail.com.

