

Chesapeake Oyster Week

A shell-ebriation for seafood enthusiasts!

MARCH 20TH - 31ST



OYSTER RECOVERY
PARTNERSHIP | ORP

CHESAPEAKEOYSTERWEEK.ORG

Benefits of \$1,500 Sponsorship (Limit 5)

Brand Visibility & Recognition

- Logo placement on the Chesapeake Oyster Week (ChOW) website and select digital assets
- Recognition in ORP email communications promoting ChOW (8,000+ subscribers)
- Social media recognition during the ChOW campaign
- Inclusion in a dedicated Sponsor Thank You post

Campaign & Restaurant Engagement

- Inclusion in a sponsor list shared with participating ChOW restaurants
- Logo inclusion in the ChOW restaurant partner toolkit
- Acknowledgment in a post-campaign thank you email sent by ORP to participating ChOW restaurants
- Access to opt-in list of participating ChOW restaurants for appreciation and relationship-building
- Post-campaign impact recap with high-level results (e.g., restaurants participating, shells collected, oysters planted)

Media & Public Relations

- Inclusion in ChOW press and media materials
- Sponsor acknowledgment in press releases and media outreach
- Alignment with earned media coverage highlighting restaurants, oysters, and restoration work

Chesapeake Oyster Week

(ChOW) is one of ORP's signature annual campaigns bringing together restaurants, oyster lovers and mission-driven partners to support oyster restoration, shell recycling, and Bay stewardship.



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Optional Activation Opportunities

Explored in Collaboration with ORP and Participating Restaurants

Some Chesapeake Oyster Week sponsors may be interested in exploring additional, creative ways to engage during the campaign. All activation ideas are optional and discussed collaboratively, with restaurant interest and operational considerations guiding what makes sense for the overall ChOW experience. Some examples include...

Co-branded In-restaurant Touchpoints and Activations

- Light in-restaurant signage or menu callouts recognizing ChOW participation and sponsor support
- Featured ChOW oyster specials, cocktails, or beverage pairings, where appropriate
- Sponsored oyster happy hours or dining events, potentially highlighting oyster varieties, farmers, or shell recycling efforts

Limited Time Giveaways and Branded Items

- Co-branded giveaways connected to special ChOW events or promotions
- Fun, mission-aligned items tied to ChOW, such as stickers or keepsakes with playful campaign messaging

“ORP is a huge part of what we do at Whiskey & Oyster. Over the last few years, we’ve been a top partner contributing to oyster shell recycling. We see how the process helps the Chesapeake Bay’s long-term health. We love sharing this info with guests so they continue dining with us!

- Danielle Andersen,
Director of Operations,
Whiskey & Oyster

ChOW 2025 Stats

16 mil Views

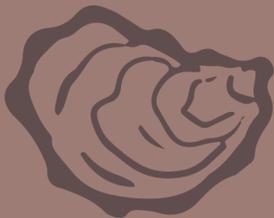
100s of Oyster Specials

62 Participating Restaurants

30 Media Hits

4 Oyster Events

1 Proclamation



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