



LET'S
LIGHT UP
FEBRUARY!



2026 LOBSTER CRAWL
SPONSORSHIP OPPORTUNITIES
FEBRUARY 1 TO 28, 2026

— Nova Scotia's —
SOUTH SHORE
LOBSTERCRAWL.CA



NOVA SCOTIA'S SOUTH SHORE LOBSTER CRAWL TURNS FEBRUARY INTO A WARM GLOW – INSIDE AND OUT. **BE A PART OF THIS UNIQUE EVENT!**

The Nova Scotia Lobster Crawl is so much more than legendary South Shore lobster! This uniquely Nova Scotian event has grown into one of the province's most significant and anticipated annual festivals. Created by the South Shore Tourism Cooperative as an "off season" event showcasing our four-season appeal – it's become crystal clear that February is for very much the "on season" for foodies, and lovers of all things South Shore. Grab (or create) an opportunity to be part of it!

While the region's winter Lobster Season – November to May – captures attention in the marketplace, our beloved crustacean continues to raise awareness beyond epicurean delights. The winter spotlight shines on our South Shore's unique collection of experiences, resorts, restaurants, craft breweries, galleries, B&Bs, and businesses that remain very OPEN in the winter months.

Growing from 50 events in 2018 to a whopping 200 – our original crowd pleasers, the Lobster Roll Off and the Tail-End Party continue to shine, while creative new events and activities – indoors and out – are quickly becoming new favourites with 'Crawlers' all over the South Shore.



SIGNATURE EVENTS & OPPORTUNITIES

A simple, warming-up to winter through a February-long festival was where we began – and look at us now!

We have a schedule filled with diverse activities, events, and experiences that showcase and celebrate our region's arts, heritage, culture, music, natural resources and culinary delights – including lobster, of course. Curious, energetic, and hungry participants come for dining, shopping, lectures, concerts, plays, art and artisan craft shows, classes, trails, and more. We're seeing travelers from all over the world arriving specifically for February's Lobster Crawl experience. And, we're having fun filling tables, barstools, dance floors, and accommodations with guests happy to be here in winter.

There are a couple of signature events the festival has become known for. On **February 2nd**, along with all the other groundhogs around North America, our very own **LUCY THE LOBSTER** crawls out of the Atlantic Ocean in Barrington, the Lobster Capital of Canada, in search of her shadow. Gaining international notoriety, Lucy has become somewhat of a Lob-STAR attracting fans to visit her 'Spa' at Capt. Kat's Lobster Shack.

Also on **February 2nd**, the highly competitive **LOBSTER ROLL-OFF** is one of the Lobster Crawl's most popular events. Chefs from a dozen South Shore restaurants get to work perfecting their unique twist on a traditional Lobster Roll, with hopes of being named the BEST by an international panel of travel media, and the general public. Who will surpass last year's winning roll recipe from Capt. Kat's Lobster Shack? Come see!



2026 IS CRAWLING WITH OPPORTUNITIES

TAKE A LOOK AT OUR CORE OPPORTUNITIES.
OF COURSE, WE'RE ALSO INTERESTED IN CREATING
A UNIQUELY-YOU SPONSORSHIP.

\$500 ANCHOR EVENT SPONSOR

(LOBSTER ROLL OFF, CHOWDER CHOWDOWN, TAIL END)

Two Tickets to the event you sponsor
Logo promoted at event
Logo included on Anchor Event page of lobstercrawl.ca until 11/1/26
Logo included on main sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of Anchor Event
Logo included in Shore Things Newsletter promotion of event
Business included in media release(s) pertaining to Anchor Event

\$250 ANCHOR EVENT SPONSOR

(LOBSTER ROLL OFF, CHOWDER CHOWDOWN, TAIL END)

One Ticket to the event you sponsor
Logo promoted at event
Logo included on Anchor Event page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of Anchor Event
Logo included in Shore Things Newsletter promotion of event
Business included in media release(s) pertaining to Anchor Event

\$1500 CAPTURED BY THE CREW SPONSORSHIP

(\$1000 PRIZE, \$500 CASH)

Logo included on Captured by the Crew page of lobstercrawl.ca until 11/1/26
Logo included on main sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of Captured by the Crew
Logo included in Shore Things Newsletter promotion of Captured by the Crew
Business included in media release(s) pertaining to Captured by the Crew

\$500 CAPTURED BY THE CREW PRIZE DONATION

Logo included on Captured by the Crew page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of Anchor Event
Logo included in Shore Things Newsletter promotion of event
Business included in media release(s) pertaining to Anchor Event

\$25,000 LOB'STAR

Remarks at Anchor events
On-site Activation at Anchor events
Tickets to Anchor Events:
Lobster Roll Off - 6, Chowder Chowdown - 4, Tail End Party - 3
On-site Logo at Anchor events
Presenting sponsor recognition.
Recognized during media events and interviews
Logo on T-shirt back
Logo included in print material
Logo (linked to your website) on main sponsor page until 11/1/26
Logo included in social media promotion of the Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl
Included in Radio, Television, and Digital Advertising.

\$15,000 TALL TAIL

Remarks at Anchor events
On-site Activation at Anchor events
Tickets to Anchor Events:
Lobster Roll Off - 4, Chowder Chowdown - 2, Tail End Party - 4
On-site Logo at Anchor events
Recognized during media events and interviews
Logo included in print material
Logo (linked to your website) on main sponsor page until 11/1/26
Logo included in social media promotion of the 2026 Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl
Included in Radio, Television, and Digital Advertising.

\$10,000 FULL BOIL

Remarks at Anchor events
On-site Activation at Anchor events
Tickets to Anchor Events:
Lobster Roll Off - 3, Chowder Chowdown - 2, Tail End Party - 3
On-site Logo at Anchor events
Recognized during media events and interviews
Logo included in print material
Logo (linked to your website) on sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of the 2026 Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl
Included in Radio, Television, and Digital Advertising.

\$5000 BiB CITY

On-site Activation at Anchor events
Tickets to Anchor Events: Lobster Roll Off - 2, Tail End Party - 2
On-site Logo at Anchor events
Recognized during media events and interviews
Logo included in print material
Logo (linked to your website) on sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of the 2026 Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl

\$2500 ON A ROLL

Two Tickets to Tail End Party
On-site Logo at Anchor events
Logo included on sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of the 2026 Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl

\$1500 BUTTER ME UP

One Ticket to Tail End Party
On-site Logo at Anchor events
Logo included on main sponsor page of lobstercrawl.ca until 11/1/26
Logo included in social media promotion of the 2026 Lobster Crawl
Logo included in Shore Things Newsletter promotion of the 2026 Lobster Crawl
Business included in media release(s) pertaining to the 2026 Lobster Crawl



OR... JUMP ONBOARD A SPONSORSHIP PARTNERSHIP

We are seeking sponsors who align with our clawsome brand. Together we can present the Nova Scotia Lobster Crawl Festival as one of the signature culinary and cultural events in Canada. All sponsors who crawl aboard in 2026 will enjoy the first right of refusal and will maintain their sponsor benefits until the following year.

There are infinite opportunities to collaborate! Everything from sponsoring events, hosting a Signature Event, providing media exposure, and donating products. We are always looking for sponsors to help us deliver a world-class festival.

À LA CARTE SPONSORSHIP OPPORTUNITIES

- Official Beer, Wine, Spirit of the Nova Scotia Lobster Crawl: **\$1500**
- Official Lobster Sponsor of the Roll-Off: **\$5000** (cash or product)
- Official Lobster Sponsor of the Chowdown: **\$2500** (cash or product)
- Official Media Partner of the Nova Scotia Lobster Crawl: **\$2000** (cash/product)
- Official Merchandise Partner of the Nova Scotia Lobster Crawl: **\$1500** (cash/product)
- Customized opportunity based on investment and exposure. Let's discuss the possibilities that best match budgets and goals!



CONFIRM YOUR 2026 LOBSTER CRAWL SPONSORSHIP TODAY!

CONTACT: STEPHANIE MILLER VINCENT,
COORDINATOR, SOUTH SHORE TOURISM COOPERATIVE
STEPHANIE@VISITSOUTHSHORE.CA



LOBSTERCRAWL.CA

— Nova Scotia's —
SOUTH SHORE



A FEW HARD SHELL FACTS

PARTICIPATING BUSINESSES CITED A NUMBER OF OBSERVATIONS – INCLUDING:

- Happily increased hours of operation in February to accommodate demand;
 - The festival exceeded their expectations;
- They said, 'YES, we'll be participating in future Lobster Crawls!'.
 - And once again, many responding operators indicated they participated in Lobster Crawl events!

Generating increased volumes of business to accommodations, restaurants, gift shops, art galleries, attractions, and outdoor outfitters on trails and beaches – it's evident the Lobster Crawl continues to glow and grow. *We are on a roll* - literally and figuratively, and we're back with bibs on in 2026 – our 9th anniversary!

We are always looking for opportunities to showcase local, celebrate local, and support local – especially in winter!



PLANNING FOR 2026 IS WELL UNDERWAY

BUSINESSES AND ORGANIZATIONS ARE CREATING A DYNAMIC AND INCLUSIVE SCHEDULE OF EVENTS ACROSS SIX CATEGORIES:

1. LOBSTER ROLLS
2. SIP & SAVOUR CULINARY EVENTS
3. TOURS & EXPERIENCES
4. OVERNIGHT PACKAGES & GETAWAYS
5. ARTS, CULTURE & LIVE PERFORMANCES
6. OUTDOOR & SPORTING EVENTS

2026 is looking bright, and it's just around the bend! Our vision to expand and attract guests from core markets in Canada and the USA continues as we simultaneously build upon our incredible community support and engagement. Our target markets will remain focused on Nova Scotia and larger centres in PEI and New Brunswick – our enthusiastic Maritime lobster lovers.

We invite you to join us as we come together, enjoying winter in Nova Scotia throughout February – a vibrant and exciting destination here in Mi'kma'ki, within Kespukwiti, the area in which the South Shore falls.

Until then, visit [Nova Scotia Lobster Crawl](https://www.novascotialobstercrawl.ca), experience us on [Facebook](#), [Instagram](#), follow Lucy on X @lucythelobster.

ABOUT THE SOUTH SHORE TOURISM COOPERATIVE

The South Shore Tourism Cooperative is an innovative approach to help position Nova Scotia's beautiful South Shore as a year-round destination for the travelers and staycationers alike. We believe in the power of collaboration and building on our collective strengths, investments, and resources to market our region to the world.

Since 2012, the Cooperative's volunteer Board of Directors have acted on behalf of investing partners from the region to collectively represent and promote more than 200 organizations and small businesses including accommodations, attractions, restaurants, artists and galleries, outfitters and outdoor experiences. Building on the spirit of 'co-opetition' South Shore Tourism continues to leverage the power of businesses and organizations working together to grow the South Shore as a year-round destination. *Join us!*



**AS A COOPERATIVE, WE'RE CHARTING
 A COURSE TO GROW AWARENESS
 THAT NOVA SCOTIA'S SOUTH SHORE IS A
 YEAR-ROUND TRAVEL DESTINATION.
 BY OFFERING VISITORS EXCEPTIONAL
 EXPERIENCES DURING THE FALL
 'AND WINTER MONTHS WE WILL ULTIMATELY
 GROW REVENUES, STRENGTHEN
 OUR COMMUNITIES AND SUPPORT
 SMALL BUSINESSES.
 IT'S A WIN-WIN FOR EVERYONE.**

**— SAMANTHA BRANNEN, CHAIR, SOUTH SHORE TOURISM
 COOPERATIVE**



**Sink your claws into
 the tastiest festival on
 Nova Scotia's South Shore!**

**Plantez vos pinces dans
 le festival le plus savoureux
 de la côte sud de la
 Nouvelle-Écosse!**



Brought to you by Nova Scotia South Shore
 Tourism Cooperative, its members and partners.

Présenté par la Coopérative du tourisme
 de la côte sud de la Nouvelle-Écosse.

lobstercrawl.ca

