

INTERNATIONAL FESTIVAL SPONSORSHIP OPPORTUNITIES | 2017



City of SPARTANBURG

INTERNATIONAL FESTIVAL

Saturday, **OCTOBER 7, 2017**
11 AM - 7 PM
BARNET PARK

- Purpose:** The Spartanburg International Festival is held each year to celebrate Spartanburg's diverse community through food, music, hands-on activities, fun, and dance. Festival goers can come to Barnet Park for the day and take a trip around the world!
- Attendance:** Average attendance each year at International Festival is 12,000 people. Spartanburg residents make up the largest group of people attending the festival. Surveys showed the second highest visitor percentage was from nearby Cherokee County; third was Greenville County. The survey also tracked people from all over South Carolina, North Carolina, and a few from Georgia.
- Cost:** Admission to International Festival is FREE to the public. Food is purchased with Festival coupons. International arts and crafts are available for cash purchase.
- Attractions:** Three stages feature diverse & celebrated music & dance that spans the globe. Strolling entertainers also are featured throughout the festival. The Avenue of Nations features 30+ exhibits of diverse cultures from around the globe. The International Trade Zone offers unique shopping opportunities. The International Kids Zone offers children's entertainment and hands-on make and take activities for the entire family. The International Boulevard of Food boasts taste-tempting cuisines from all over the world. A different country is selected to be honored/spotlighted each year. **Finland** has been selected as the honored country in 2017.



INTERNATIONAL FESTIVAL BENEFITS DETAIL

The following is a list of benefits available to International Festival Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

ON SITE RECOGNITION



Banner placement at event.

Event Signage - sponsor logo on signage in event area.

Exhibit Space - On-site space to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.



Stage Announcements - Recognition from stage during Music on Main.

Invitation to **address audience**.

ADVERTISING

Radio - Cross-section of paid & promotional radio support - including Hispanic radio stations.

Television

- Company logo included in promotional video that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

Social Media

- Logo with hot link on festival website: (www.spartanburginternationalfestival.com)
- Inclusion on Facebook & Instagram.



PRINTED EVENT COLLATERAL

Posters - Approximately 1,000 distributed in the Spartanburg community.

Flyers - approximately 10,000 flyers distributed to Spartanburg County School Districts.

Rack Cards - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

Festival Handout - Sponsor recognition in the International Festival guide distributed to 10,000+ attendees.

HOSPITALITY

- Sponsor parking passes.
- Coupons for International Boulevard of Food.



INTERNATIONAL FESTIVAL SPONSORSHIP OPTIONS

PRESENTING SPONSOR **\$7,500 Investment**

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of patrons who attend the International Festival, in addition to the thousands of households reached through the advertising and public relations effort. "Spartanburg International Festival presented by (Your Name Here)."

WORLDWIDE SHOWCASE STAGE **\$4,000 Investment**

No matter how far away the sounds originate, the only language festival goers need to be fluent in is the universal language of music. The sounds of the world diverse in language and culture entertains festival goers all day long on the Worldwide Showcase Stage. (This is the Zimmerli Amphitheater Stage - the main festival stage.)

GLOBAL REVIEW STAGE **\$3,000 Investment**

This stage is located in the high-traffic in the International Boulevard of Foods. Acts run non-stop during the festival.

BOULEVARD OF FOOD **SOLD** **\$3,000 Investment**

When visitors are asked what they like best about IFest, the #1 answer is always "The food!" This highly visible area boasts over 30 food booths offering taste-tempting cuisines from all over the world. The street is packed with festival goers.

INTERNATIONAL KIDS ZONE **SOLD** **\$2,000 Investment**

The International Kids Zone is a highlight of the Festival. Sponsorship aligns your company with positive social interaction among family members. Free "make and takes" from more than 20 countries are available for little festival goers. They also enjoy their own stage filled with entertainment from around the globe.

AVENUE OF NATIONS **\$2,000 Investment**

See what it's like to live on the other side of the globe by strolling through the Avenue of Nations. Exhibits representing France, Sweden, Canada, Scotland, Czech Republic, Germany, and many others line the sidewalks of the Park. Spartanburg's International citizens display authentic clothing, artifacts, and other interesting items from their homelands.

GLOBAL SPORTS ZONE **\$1,000 Investment**

Football, basketball, baseball...these sports are all popular in America, but what sports are played in other countries? Visitors can watch demonstrations of some International sports and learn how to play them. Learn the game of cricket, bocce ball, & more in the Global Sports Zone.

INTERNATIONAL BIER GARTEN **\$1,000 Investment**

What would an International Festival be without the opportunity to sample beers and wines from near and far? Festival goers 21 years of age and older can purchase beer from around the world at the International Bier Garden.

INTERNATIONAL TRADE ZONE **SOLD** **\$1,000 Investment**

Visitors can shop for unique gifts & an eclectic mix of arts & crafts in the festival's International Trade Zone. Items from Russia, Ireland, India, Africa, Peru & other countries are available for purchase.

FRIENDS OF INTERNATIONAL FESTIVAL **\$500 Investment**

The Spartanburg International Festival is brought to you by the City of Spartanburg's Special Events Department. The City relies heavily on generous contributions by civic-minded businesses and individuals to bring the festival to Spartanburg each year. These contributions allow the festival to remain FREE to the public.

AVENUE OF NATIONS INDIVIDUAL COUNTRY SPONSOR **\$250 Investment**

Visitors have the opportunity to see what it's like to live on the other side of the globe by strolling thru the Avenue of Nations. Exhibits representing dozens of countries all line the sidewalks of Barnet Park. Participants display authentic clothing, artifacts, and other interesting items from their homelands. **Will you help us continue the Avenue of Nations tradition by sponsoring one of the exhibits?**

AT A GLANCE BENEFITS FOR INTERNATIONAL FESTIVAL

 <p>BENEFIT</p>	Presenting Sponsor \$7,500	Worldwide Showcase Stage Sponsor \$4,000	Global Review Stage Sponsor \$3,000	International Boulevard of Food Sponsor \$3,000	International Kids Zone Sponsor \$2,000	Avenue of Nations Sponsor \$2,000	Global Sports Zone Sponsor \$1,000	International Trade Zone Sponsor \$1,000	Bier Garten Sponsor \$1,000	Friends of International Festival \$500	Individual Country Sponsor \$250
International Festival Presented by...	Name										
Logo on Main Stage Banner	Logo	Logo									
Television Spots to feature	Logo										
Radio Spots to feature	Name	Name	Name	Name							
Recognition at Festival Entry	Logo	Logo	Logo	Logo							
Parade of Nations Stage Announcements	Name	Name	Name	Name	Name	Name	Name	Name	Name		
Exhibit Space at Festival	Negotiable	10X20	10X10	10X10	Name	Name	Name	Name	Name		
Print Promotions	Logo	Logo	Logo	Logo	10X10	10X10					
On-Line Media	Logo	Logo	Logo	Logo	Name	Name					
Advertising Flyer/ Poster	Logo	Logo	Name	Name	Name	Name	Name	Name	Name		
Festival Program	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name	
On Site Banner(s)	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Event Signage	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Sponsor parking passes	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Coupons for International Boulevard of Food	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sign displayed at Booth											✓