

# EVENT SPONSORSHIP OPPORTUNITIES | 2016



# WHAT'S *Inside?*

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The value of face-to-face communication, of simply being seen at community gatherings, can never be underestimated.

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## 2016 *Event* CALENDAR

### *April*

- Music on Main (every Thursday)
- Jazz on the Square (every Friday)

### *May*

- Music on Main (every Thursday)
- Jazz on the Square (every Friday)
- Spring Fling (May 6-8)

### *June*

- Music on Main (every Thursday)

### *July*

- Music on Main (every Thursday)
- Red, White, & Boom (Mon, July 4)

### *September*

- Jazz on the Square (every Friday)

### *October*

- Jazz on the Square (every Friday)
- International Festival (October 1)

### *December*

- Dickens of a Christmas (Nov 29)

# WHY SHOULD YOU *Sponsor* AN EVENT?

The coming together of people in a common interest binds communities, strengthens friendships, and exposes people to new ideas and directions. Events help a community grow. The City of Spartanburg sees community events as being vital in weaving the fabric that is our community. But local government can't do it alone - we need partners who can help us present these events to the community. And by you helping us, our events can help you - in lots of ways.



**Check this out:** A survey conducted by the International Events Group, Inc. (the worldwide authority on the sponsorship industry) revealed **festivals have a higher audience loyalty than NASCAR or cause marketing**. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product and they provide the most conducive environment for experiential sampling. Need a few more reasons to be an event sponsor?

1. By having exhibit space at the event, you have the opportunity for one-on-one interaction with your customers, or potential customers.
2. Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market likes.
3. Events allow business owners to relate directly with their customers, while they give customers the opportunity to try out the products of a company firsthand.
4. Logo placement in places such as flyers, brochures, signage, etc. can increase brand awareness.
5. Driving Sales - sponsorship geared to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. Food and beverage companies often use sponsorship to encourage samplings and sales.
6. Helping with good "Corporate Citizen" role - another powerful sponsorship objective allows companies to be viewed as a "good neighbor." To be seen supporting the community and contributing to its economic development is extremely powerful and creates enormous goodwill.
7. It's just *fun!* Sponsors who come and interact with festival goers, have a ball! We don't want you to just cut us a check, come join us at the event - and get the most from your sponsorship!

## PROMOTIONAL GIVEAWAYS



## CHARACTER APPEARANCES



## STAGE ANNOUNCEMENTS

# SPONSOR VISIBILITY



## PRODUCT SAMPLING

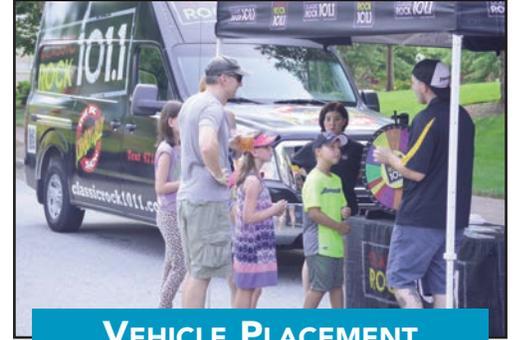
## RECOGNITION ON EVENT SIGNAGE



## DIRECT INTERACTION WITH EVENT ATTENDEES



## SPECIAL PROMOTIONS



## VEHICLE PLACEMENT

## EXHIBIT SPACE



## BANNER PLACEMENT

We offer many great ways for our sponsors to be seen by their customers and potential customers. Your logo will appear throughout our festival areas and is also implanted in the minds of event-goers as it is included in our media advertisements and promotions. We encourage sponsors to participate in our events to achieve maximum value from their sponsorship. We work to tailor an onsite effort that will put your name and products in front of the public in an effective & exciting way.

# EVENT SPONSORSHIP OPPORTUNITIES

Each City of Spartanburg special event has numerous and unique sponsor opportunities to provide your company with a creative branding opportunity and access to thousands of consumers. Our Special Events offer:

- Access to event attendees; established attendance/customer base
- Fun, family-oriented events/festivals with broad appeal
- Variety of events throughout year that attract unique customer demographics
- Strong promotional programs to support each event

The City of Spartanburg is looking for partners/sponsors for the following events:

- Music on Main
- Jazz on the Square
- Spring Fling
- Red, White, & Boom
- International Festival
- Dickens of a Christmas

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We invite you to look at all the possibilities for sponsorship. Be part of all of our events, or concentrate on just one. And we would LOVE to put a “package deal” together for you. Just let us know what you’re thinking about.

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City of SPARTANBURG  
**MUSIC  
ON MAIN**



**EVERY THURSDAY APRIL - JULY**

**5:30 - 8:30 PM**

**Morgan Square, 108 West Main St.**

**Purpose:** *Music on Main* is Downtown Spartanburg's favorite after-work social gathering. It's a destination point where you can meet your friends and colleagues, hear great live music, enjoy food and beverages in an outdoor setting, and just have fun! We're VERY EXCITED to again be on Morgan Square, the heart of downtown Spartanburg.

**Attendance:** Average attendance for each *Music on Main* is 500 people. A quick glance through the crowd shows that people of all ages enjoy *Music on Main*, from the very young to the young at heart.

**Cost:** The event is FREE to the public. Beverages are available for purchase.

**Attractions:** People can't resist the lure of *Music on Main*. For some it's the music, for others it's the great outdoors, and for still others, it's just hanging out with friends in the relaxed setting of downtown Spartanburg. *Music on Main* truly is a music lovers paradise. Where else can you go once a week and hear great music absolutely free? A different band takes the stage each week, playing a little bit of everything - Rock, Country, Soul, Blues, & Reggae. Homegrown bands are primarily featured each week.



# MUSIC ON MAIN BENEFITS DETAIL

The following is a list of benefits available to Music on Main 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** - Promotional radio support from sponsor station.

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

**Newspaper** - Cross-section of paid & promotional newspaper support.



## Social Media

- Logo with hot link on festival website: ([www.musiconmain.com](http://www.musiconmain.com))
- Inclusion on Facebook & Twitter.
- Weekly email blasts to approximately 1,000.

**News Releases** - Sponsor recognized in news releases distributed to local media outlets.

## PRINTED EVENT COLLATERAL

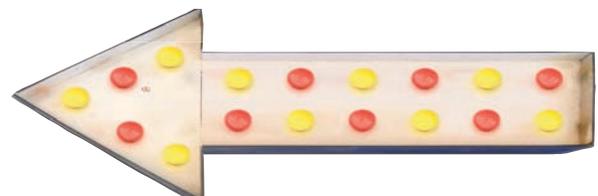
**Flyers** - Approximately 1,000 flyers distributed in the Spartanburg community.

**Pocket Cards** - Approximately 5,000 pocket cards distributed in the Spartanburg community.

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

## HOSPITALITY

- **Sponsor tickets** for beverages that can be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.
- **Sponsor gathering** (with food & drinks) during the season.



# SPONSORSHIP OPTIONS

## PRESENTING SPONSOR **Sold** \$10,000 Investment

The Presenting Sponsor of Music on Main will be offered the highest level of visibility and exposure to thousands of patrons who attend Music on Main, in addition to the thousands and thousands of households reached through the advertising and public relations effort. There will be 17 Music on Main events during the 2016 series.

## MAJOR PATRON \$1,500 Investment

Music on Main is a very popular event with 500+ people coming out on a weekly basis. It's an excellent opportunity to put your name and products in front of the public in a professional, exciting and effective way. As a patron at this level, you will secure a visible spot at 5 consecutive events (or 5 dates of your choice).

## SINGLE EVENT SUPPORTER \$500 Investment

Do you have a special promotion that you would like to showcase to 500+ people? Music on Main is the perfect event for you! For this small investment, you can gain tremendous exposure.

## MEDIA SPONSORS

MOM needs the assistance of our local media to help publicize this weekly music series. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.



# AT A GLANCE BENEFITS

 <b>BENEFIT</b>	Presenting Sponsor \$10,000	Major Patron \$1,500	Single Event Supporter \$500
Music on Main Presented by...	Name		
Television Spots to feature..	Logo		
Radio Spots to feature...	Name		
Stage Announcements	✓	✓	✓
Exhibit Space with Tent, Tables & Chairs	✓	✓	✓
Print Promotions	Logo		
Advertising Flyer/ Poster	Logo		
On-Line Media	Logo		
News Releases	Name		
On Site Banner(s)	✓	✓	✓
Event Signage	Logo		



City of SPARTANBURG  
**JAZZ ON THE SQUARE**

**FRIDAYS IN APRIL & MAY  
and SEPTEMBER & OCTOBER  
5:30 - 8:00 PM**

**Morgan Square, Downtown Spartanburg**

**Purpose:** Spartanburg has tons of jazz music enthusiasts who enjoy coming out each week to listen to a different band/group. The event also encourages people to dine at one of the downtown restaurants after it's over.

**Attendance:** Several hundred people come to Morgan Square each week for Jazz on the Square. Many families bring picnics and enjoy it surrounded by friends listening to great jazz music.

**Cost:** The event is FREE. Beverages are available for purchase.

**Attractions:** The sounds of live Jazz music fill downtown Spartanburg with the 2016 season of Jazz on the Square. JOTS is held every Friday in April and May and again in September & October. Visitors can bring a blanket or chair and listen to some of the area's best musicians. Members of the Spartanburg Downtown Association assist the City in selling beer, wine, and soft drinks - the event serves as a way for the SDA to raise money to help with different downtown projects. The open venue provides the entire community an opportunity to enjoy Spartanburg's beautiful surroundings while listening to great music.



# JAZZ ON THE SQUARE

## BENEFITS DETAIL

The following is a list of benefits available to Jazz on the Square sponsors.

### 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 Jazz on the Square.

Invitation to **address audience**.

### ADVERTISING

**Television** - Company logo included in promotional video for Jazz on the Square that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

### Social Media

- Logo with hot link on City website: ([www.cityofspartanburg.org](http://www.cityofspartanburg.org))
- Inclusion on Facebook & Twitter.
- Weekly email blasts to approximately 1,000.

**News Releases** - Sponsor recognized in news releases distributed to local media outlets.

### PRINTED EVENT COLLATERAL

**Flyers** - Approximately 500 flyers distributed in the Spartanburg community.

**Pocket Cards** - Approximately 1,000 pocket cards distributed in the Spartanburg community.

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

### HOSPITALITY

- **Sponsor tickets** for beverages to be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.

# SPONSORSHIP OPTIONS

## PRESENTING SPONSOR Sold \$8,000 INVESTMENT (SPRING AND FALL SERIES)

The Presenting Sponsor for Jazz on the Square will be offered the highest level of visibility and exposure for the event. "Jazz on the Square presented by (Your Name Here)" This sponsor will be recognized in all publicity for event. There will be 18 concerts - in April, May, August & September.

## SINGLE CONCERT SPONSOR \$300 INVESTMENT

This sponsorship level is for the community minded business who is interested in being part of this exciting event in Downtown Spartanburg. This sponsor will present one Friday evening concert during the series.

### MEDIA SPONSORS

JOTS needs the assistance of local media to help publicize this event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

 <b>BENEFIT</b>	Presenting Sponsor \$8,000	Single Event Sponsor \$300
Jazz on the Square Presented by	✓	
Exhibit Space at Event	✓	✓
Advertising Flyer/ Poster	✓	
On-Line Media	✓	
On Site Banner(s)	✓	✓
Stage Announcements	✓	
News Releases	✓	✓



## ALWAYS FIRST WEEKEND IN MAY!

*Friday, May 6: 5-11 pm*

*Saturday, May 7: 10 am - 10 pm*

*Sunday, May 8: 12 noon - 7 pm*

- Purpose:** Spring Fling is more than just your average street fest - it's music, arts, crafts, food, & lots of family fun stuff. The annual festival celebrates the community & downtown Spartanburg.
- Attendance:** Spring Fling hosts tens of thousands of people annually during the three-day event. An estimated 75,000 people converge on the streets of Downtown Spartanburg to celebrate this annual rite of Spring! While Spartanburg County residents make up the largest group of people attending the festival, visitors from all over the Upstate enjoy the festival each year.
- Cost:** Admission to Spring Fling is FREE. Food, beverages, art, crafts, and gifts items are available for purchase from more than 200 participants. Children's rides are also available for a fee.
- Attractions:** Four festival stages feature more than 100 local, regional, and national entertainers during the multi-day celebration. A Food Court offers everything from crab cakes to funnel cakes; Arts & Crafts Marketplace offering excellent shopping; Family Fun Zone with rides & lots of free things for the kids to do; Classic Car Show & many special events. A Professional Bicycle Race speeds around several blocks of downtown Spartanburg on Friday evening.



# SPRING FLING BENEFITS DETAIL

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

## ON SITE RECOGNITION

Banner(s) placement at festival.



**Event Signage** - sponsor logo on signage throughout the festival area.

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

**Stage Announcements** - Recognition from stages throughout festival area.

Invitation to address audience.

## ADVERTISING

**Radio** - Cross-section of paid & promotional radio support.

**Television**

- Cross-section of paid & promotional television support.
- Company logo included in promotional video for Spring Fling that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

**Newspaper** - Cross-section of paid & promotional newspaper support.

**Social Media**

- Logo with hot link on festival website: ([www.spartanburgspringfling.com](http://www.spartanburgspringfling.com))
- Inclusion on Facebook & Twitter.
- Up to 3 email blasts to approximately 1,000 subscribers.
- Sponsor recognized on **Festival App** - logo with hotlink.

**News Releases** - Sponsor recognized in news releases distributed to local media outlets.



## PRINTED EVENT COLLATERAL

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

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

**Festival Handout** - Sponsor recognition in the 10k guide/handouts distributed to attendees.

## HOSPITALITY

- **Sponsor Appreciation Package**, which includes festival souvenirs, drinks and attraction coupons.
- Admission to the **Sponsor Hospitality** tent with food and beverages.

# SPRING FLING SPONSORSHIP OPTIONS

## **PRESENTING SPONSOR**      **\$10,000 INVESTMENT**

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of patrons who attend Spring Fling over the multi-day event. In addition, the sponsor's name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Spartanburg Spring Fling presented by (Your Name Here)."

## **GOLD PATRON**      **\$3,000 INVESTMENT**

Gold Patrons have an opportunity to connect with the 75,000+ visitors attending Spring Fling through available exhibit space at the festival. Gold Patrons receive recognition onsite and through the festival advertising program.

## **SILVER PATRON**      **\$2,000 INVESTMENT**

Our Silver Patrons will be recognized through the festival with exhibit space, stage announcements, banners, in the festival program and more.

## **BRONZE PATRON**      **\$1,000 INVESTMENT**

This sponsorship level is for the community minded business who is interested in being a part of this exciting annual event. Our Bronze Patrons will be recognized with stage announcements, a banner, and in the festival program.



## **SPONSORSHIPS OF FESTIVAL AREAS/ATTRACTIONS**

### **FAMILY FUN ZONE**      **\$5,000 INVESTMENT** *Saturday, & Sunday*

The Family Fun Zone is one of the main attractions of the Festival. Sponsorship aligns your company with positive social interaction among family members. The Family Fun Zone has its very own stage for non-stop entertainment, rides and inflatables, hands-on activities, and much more.

### **MAIN STAGE**      **\$4,000 INVESTMENT** *Friday, Saturday, & Sunday*

Performances will fill the Clock Tower stage on Friday from 5-10:30 pm, Saturday from 10 am - 8:30 pm and Sunday 1:00-6:30 pm. This is the "main" stage at the festival. If having your name repeated over and over is of interest to you, then this is your place. The stage announcer will refer to this stage as the "(Your Name) Stage."



### **FOOD COURT**      **\$3,000 INVESTMENT** *Friday, Saturday, & Sunday*

Sure, everything about Spring Fling is great, but when you ask people what they like about the festival, time and time again they say "THE FOOD!" The Fling brings together new and unique foods with the old favorites to give visitors plenty of quality choices. The sponsor of this area will have their name incorporated into the Food Court title. The Food Court is located on Church Street in the center of the festival area.

# SPRING FLING SPONSORSHIP OPTIONS

## AREA SPONSORSHIPS (CONTINUED)

### DISC CONNECTED K9's **\$3,000 INVESTMENT** **Sold** *Friday, Saturday, & Sunday*

Back by popular demand will be the world-famous frisbee dog show! They've been wowing the Fling crowds with their high energy, high flying shows for years. The sponsor of the most popular attraction at the festival will be highlighted during all **seven** shows over the 3-day celebration. And when we say "highlighted," we do mean highlighted.



### ARTS & CRAFTS MARKETPLACE **\$2,000 INVESTMENT** *Friday, Saturday, & Sunday*

Visitors love to stroll through the streets of downtown Spartanburg to check out the handmade items that you can't find anywhere else. As the Marketplace sponsor, your name will be showcased with these wonderful arts and crafts exhibitors for all the festival goes to see.



### COMMUNITY SHOWCASE **\$1,000 INVESTMENT** *Saturday & Sunday*

The community is the heart of Spring Fling and showcasing our local civic groups, clubs and schools is an important goal of the festival. The Community Showcase features dozens of local groups using the Fling as a marketing opportunity to tell the community about their organization, as well as do some fundraising.

### MEDIA SPONSORS

Spring Fling needs the assistance of local media to help publicize this fun-filled 3-day celebration for the entire Upstate of SC. Consider having a large promotion or giveaway at the festival. Media agencies are credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.



### THE UNDERGROUND **\$2,000 INVESTMENT** *Saturday & Sunday*

The Underground is an area designed for the Upstate's teens and "college age" young adults. The area has an "Open Mic" stage showcasing some of the area's best young talent, Interactive Gaming, texting competitions, and more. If your target audience is between 13-22 years old, this would be the perfect sponsorship opportunity for you. Sponsor name will be incorporated into the Underground title.

# AT A GLANCE BENEFITS FOR SPRING FLING

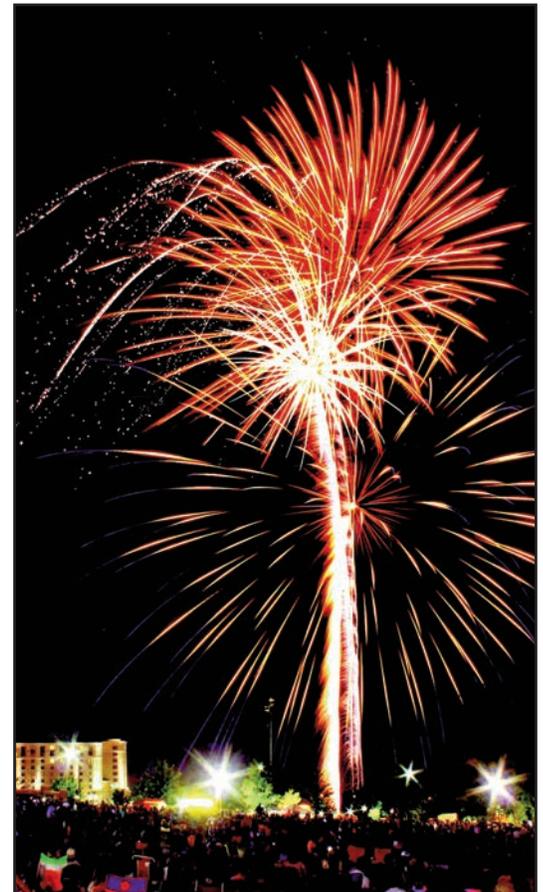
 <b>BENEFIT</b>	Presenting Sponsor \$10,000	Family Fun Zone Sponsor \$5,000	Main Stage Sponsor \$4,000	Spring Fling Gold Patron \$3,000	Disc Connected K9s \$3,000	Food Court Sponsor \$3,000	Marketplace Sponsor \$2,000	Underground Sponsor \$2,000	Spring Fling Silver Patron \$2,000	Bronze Patron \$1,000	Community Showcase \$1,000
Spring Fling Presented by....	Name										
Name incorporated in venue title		✓	✓		✓	✓	✓	✓			✓
Logo on Main Stage Banner	✓	✓	✓	✓	✓	✓					
Television Spots to feature..	Logo	Name	Name								
Radio Spots to feature...	Name	Name	Name	Name	Name	Name					
Opportunity to address audience	✓	✓	✓	✓	✓	✓					
Stage Announcements	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Exhibit Space at Festival	✓	✓	✓	10X20	10X20	10X20	10X10	10X10	10X10		
Print Promotions	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo			
Advertising Flyer/ Poster	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo			
On-Line Media	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name
News Releases	Name	Name	Name	Name	Name	Name	Name	Name	Name	Name	Name
Festival Program/Handout	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
On Site Banner(s)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event Signage	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Inclusion on Festival App	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Spring Fling Souvenirs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

City of SPARTANBURG  
**RED, WHITE &  
BOOM**

*Monday, JULY 4, 2016*  
**6-10 PM (GATES OPEN AT 5 PM)**  
**BARNET PARK**



- Purpose:** *Red, White, & Boom* is the City of Spartanburg's official Independence Day Celebration.
- Attendance:** Four to five thousand people fill Barnet Park for this annual celebration.
- Cost:** There is a \$5 general admission to *Red, White, & Boom*. Children 6 and under are admitted free. Beverages and food are available for purchase.
- Attractions:** Barnet Park is the perfect setting for Spartanburg's Independence Day celebration. Visitors can enjoy patriotic music by the Spartanburg Community Band and other special musical guests (yet to be named). Come hungry and enjoy great food, including BBQ, funnel cakes, lemonade, hamburgers, hot dog's, philly cheese steaks, and more. See displays from local military and military-support groups. And last but not least, enjoy a **Spectacular Fireworks Finale** presented by Zambelli Fireworks!



# RED, WHITE, & BOOM BENEFITS DETAIL

The following is a list of benefits available to Red, White, & Boom 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 Red, White, & Boom.

Invitation to **address audience**.

## ADVERTISING

**Radio** - Promotional radio support from sponsor station.

**Television** - Company logo included in promotional video for Red, White, & Boom that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

**Newspaper** - Cross-section of paid & promotional newspaper support.



## Social Media

- Logo with hot link on City website: ([www.cityofspartanburg.org](http://www.cityofspartanburg.org))
- Inclusion on Facebook & Twitter.
- Email blasts to approximately 1,000.

**News Releases** - Sponsor recognized in news releases distributed to local media outlets.

## PRINTED EVENT COLLATERAL

**Flyers** - Approximately 1,000 flyers distributed in the Spartanburg community.

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

## HOSPITALITY

- Passes for VIP Hospitality area at Red, White, & Boom with food & beverages served.
- Passes for Reserved Sponsor Parking.
- Admission tickets for Red, White & Boom.



# RED, WHITE, & BOOM SPONSORSHIP OPTIONS

## PRESENTING SPONSOR **\$5,000 Investment**

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of visitors who attend Red, White, & Boom. In addition, the sponsor's name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Red, White, & Boom presented by (Your Name Here)"

## LET FREEDOM RING PATRON **\$2,500 Investment**

Let Freedom Ring Patrons have an opportunity to connect with the 4,000+ visitors attending Red, White, & Boom through available exhibit space at the festival. Let Freedom Ring Patrons also receive recognition on-site and through the festival advertising program.

## ALL AMERICAN PATRON **\$1,000 Investment**

Our All American Patrons will be recognized for their generosity with stage announcements and through banner placement at the park.

## MEDIA SPONSORS

Red, White, & Boom needs the assistance of our local media to help publicize this fun-filled event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor. **Will you be a part of this patriotic celebration?**



# AT A GLANCE BENEFITS

 BENEFIT	Presenting Sponsor \$5,000	Let Freedom Ring Patron \$2,500	All American Patron \$1,000
RW&B Presented by...	Name		
Television Spots to feature..	✓		
Radio Spots to feature...	✓	✓	
Opportunity to Address Audience	✓	✓	
Stage Announcements	✓	✓	✓
Exhibit Space at Event	10X20	10X10	
Print Advertising	Logo	Logo	
Printed Materials	Logo	Logo	
On-Line Media	Logo	Logo	
News Releases	Name	Name	Name
On Site Banner(s)	✓	✓	
Event Signage	Logo	Logo	
Passes to VIP Hospitality Tent	✓	✓	✓
Admission Tickets	100	50	25



City of SPARTANBURG

# INTERNATIONAL FESTIVAL

*Saturday*, OCTOBER 1, 2016  
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. Mexico will be the honored country in 2016.



# 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

- Cross-section of paid & promotional television support.
- Company logo included in promotional video that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

### Newspaper

- Cross-section of paid & promotional newspaper support - including Hispanic publications.

### Social Media

- Logo with hot link on festival website: ([www.spartanburginternationalfestival.com](http://www.spartanburginternationalfestival.com))
- Inclusion on Facebook & Twitter.
- Email blasts to approximately 1,000.

### News Releases

- Sponsor recognized in news releases distributed to local media outlets.



## 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**      **\$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**      **\$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**      **\$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><b>BENEFIT</b></p>	Presenting Sponsor \$7,500	Worldwide Showcase Stage Sponsor \$7,500	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	Name	Name	Name	Name	Name		
Parade of Nations Stage Announcements	Name	Name	Name	Name	Name	Name	Name	Name	Name		
Exhibit Space at Festival	Negotiable	10X20	10X10	10X10	10X10	10X10					
Print Promotions	Logo	Logo	Logo	Logo	Name	Name					
On-Line Media	Logo	Logo	Logo	Logo	Name	Name	Name	Name	Name		
News Releases	Name	Name	Name	Name	Name	Name	Name	Name	Name		
Advertising Flyer/ Poster	Logo	Logo	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											✓

City of SPARTANBURG

# A DICKENS OF A CHRISTMAS



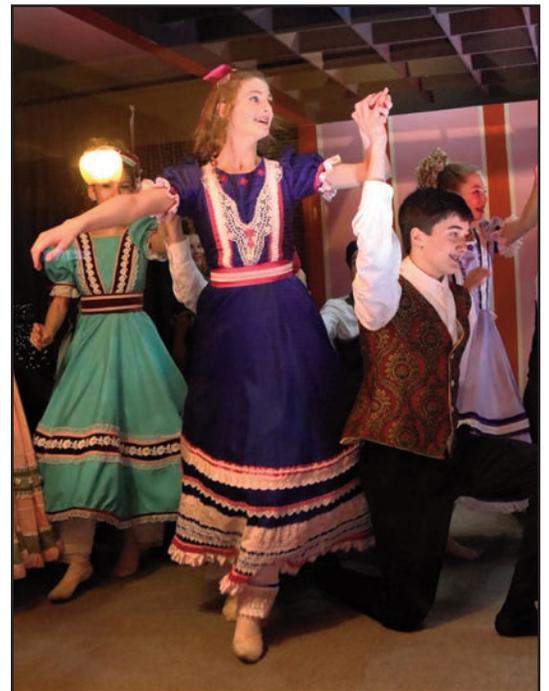
*Tuesday,* **NOVEMBER 29, 2016**  
**6-9 PM**  
**STREETS OF DOWNTOWN SPARTANBURG**

**Purpose:** Dickens of a Christmas is a community tradition that signals the start of the Christmas season. The event is traditionally held on the Tuesday following Thanksgiving.

**Attendance:** Eight to ten thousand people fill the streets of downtown Spartanburg.

**Cost:** The event is free. Hot Chocolate, cider and food are available for purchase. There's also lots of great shopping in the many downtown shops and from the artisans in the Christmas Market.

**Attractions:** Starting with horse-drawn carriage rides around Richardson Park, there is a progression of family activities — from living windows and chestnuts roasting over an open fire, to strolling carolers singing old standbys, food vendors and Santa Claus. The highlight of the evening is always the lighting of Spartanburg's official Christmas tree at 7:30 pm. The tree lighting event is presented by Denny's, with entertainment provided by The Spartanburg Community Band.



# DICKENS OF A CHRISTMAS BENEFITS DETAIL

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

## ON SITE RECOGNITION

**Banner** placement at event.

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

## ADVERTISING

**Radio** - Cross-section of paid & promotional radio support.

### Television

- Cross-section of paid & promotional television support.
- Company logo included in promotional video that airs on Charter Cable Channel 192 approximately 30 times per day - 7 days per week.

**Newspaper** - Cross-section of paid & promotional newspaper support.

### Social Media

- Logo with hot link on festival website: ([www.spartanburgdickens.com](http://www.spartanburgdickens.com))
- Inclusion on Facebook & Twitter.
- Email blasts to approximately 1,000.

### News Releases

- Sponsor recognized in news releases distributed to local media outlets.

## PRINTED EVENT COLLATERAL

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

**Rack Cards** - 1,000 rack cards placed in three SC Welcome Centers and in local hotels.

**Festival Handout** - Sponsor recognition in the 5,000+ festival guides distributed to attendees.



# DICKENS OF A CHRISTMAS SPONSORSHIP OPTIONS

## PRESENTING SPONSOR **\$5,000 Investment**

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of visitors who attend Dickens of a Christmas. In addition, the sponsor's name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Dickens of a Christmas," presented by (Your Name Here)."

## GOLD PATRONS **\$2,500 Investment**

Our Gold Patrons have an opportunity to connect with the 8,000+ visitors attending Dickens of a Christmas through available exhibit space at the festival as well as recognition onsite and through the event advertising program.

## SILVER PATRONS **\$1,000 Investment**

Our Silver Patrons will be recognized for their generosity with stage announcements and through banner placement at the park.

## FRIENDS OF DICKENS **\$500 Investment**

This category is for the community-minded businesses or individuals who love the wonderful event and want to help keep it going with a generous donation. Our Friends will have their names listed in the event program.

## MEDIA SPONSORS

Dickens needs the assistance of our local media to help publicize this fun-filled event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor. Will you be a part of this holiday celebration?

# AT A GLANCE BENEFITS

	Presenting Sponsor \$5,000	Gold Patron \$2,500	Silver Patron \$1,000	Friends of Dickens \$500
Dickens Presented by...	Name			
Television Spots to feature..	✓			
Radio Spots to feature...	✓	✓		
Exhibit Space at Event	10X20	10X10		
Print Advertising	Logo	Logo		
Printed Materials	Logo	Logo	Logo	
On-Line Media	Logo	Logo	Logo	
News Releases	Name	Name		
On Site Banner(s)	✓	✓		
Event Signage	Logo	Logo		
Event Program/Handout	Logo	Logo	Logo	



# IN-KIND EVENT SPONSORSHIPS

While we need sponsors who can make a monetary investment in our festivals & events, we also partner with businesses through in-kind sponsorships. These in-kind partnerships save us money that we would otherwise be required to spend. Lodging, food, advertising, rental equipment or other services are ideal for in-kind contributions. "Attractions" for our festivals and events also make excellent in-kind sponsorships. Here's examples of some of our wonderful in-kind partners:



**Marriott**  
SPARTANBURG

**COMFORT SUITES**

Provides accommodations for festival talent.



**Herald-Journal**

**CLASSIC ROCK 101.1**

Provides FREE advertising for the entire Music on Main series. Rock 101 also emcees the concerts.

Assists in bringing national talent to events; provides FREE advertising & emcees stages at events.

**WSSL**  
**100.5**



Provides drinks to volunteers and sponsors; brought the world-famous Clydesdales to Spring Fling in 2010 & 2015.



Provides staff and supplies for Kid's activities at Spring Fling and Dickens of a Christmas.



Provides First Aid Station at events.

Provides food to volunteers & sponsors.



Provides soft drinks & water for sponsors, volunteers, & entertainment at all festivals & events. Free advertising of events on Coke trucks.

# How To *Contact Us...*

We can't wait to talk to you about the many sponsorship opportunities that await you with the City of Spartanburg. We organize six different festivals or events throughout the year, so we feel sure there's an event you will be interested in. Sponsorships are priced separately for each one. If you are interested in sponsoring more than one event, we will be happy to customize a package for you. For example, we have two sponsors who give us an allocation of money that's split equally between Music on Main, Spring Fling, and International Festival. If you have something in mind, we want to talk to you.



We'll be happy to meet with you here at our offices in Downtown Spartanburg or we'll come sit down with you at your place. We can make arrangements over the telephone or correspond through email - whatever suits your needs. Note: Please consider your sponsorship as soon as possible to ensure placement in the printed promotional materials.

## **Contacts:**

Galia Rodriguez  
Festival Coordinator  
864-596-2976

[grodriguez@cityofspartanburg.org](mailto:grodriguez@cityofspartanburg.org)

Mandy Merck  
Special Events & Festivals Manager  
864-562-4195  
[mmerck@cityofspartanburg.org](mailto:mmerck@cityofspartanburg.org)

City of Spartanburg  
Special Events Office  
PO Box 1749  
Spartanburg SC 29304

Physical Address:  
100 North Liberty Street  
We're located on the upper floor of the  
SPARTA Bus Station at the corner of  
Liberty & Dunbar Streets in Downtown  
Spartanburg



City of Spartanburg Sponsorship Opportunities  
January 2016