

WRISTBAND SPONSORSHIP OPTIONS

Wristbands are used at all City events to differentiate customers that are of drinking age. These wristbands can be used as a marketing tool for your business - your name, number and other details can be printed on the band. Your business's information could be within arm's reach of about 28,000+ potential customers during 2017. This sponsorship also includes stage announcements, exhibit space, hospitality, and your logo/name on printed event collateral, onsite banners, event signage, the city website, and social media posts.

PRICING AND A BREAKDOWN PER EVENT:

MUSIC ON MAIN

\$1,500 SPONSORSHIP

Music series held on Morgan Square every Thursday in April – July, 18 events in 2017

Sponsorship Benefits:

9,000 Wristbands

Stage Announcements

Exhibit Space one day each month (If desired)

Logo on handouts, banners, signage, poster, website and social media

Beverage Coupons

JAZZ ON THE SQUARE

\$1,000 SPONSORSHIP

Music series held on Morgan Square every Friday in April, May, Sept., & Oct., 15 events in 2017

Sponsorship Benefits:

3,500 Wristbands

Stage Announcements

Exhibit Space one day each month (If desired)

Logo on handouts, banners, signage, poster, website and social media

Beverage Coupons

SPRING FLING, APRIL 28, 29, & 30

\$2,500 SPONSORSHIP

Three day street festival that attracts 80,000+ visitors to downtown

Sponsorship Benefits:

10,000 Wristbands

Stage Announcements

Exhibit Space (If desired)

Logo on handouts, banners, signage, poster, website, souvenirs, and social media

Hospitality tent w/ food and Drinks



WRISTBAND SPONSORSHIP OPTIONS

PRICING AND A BREAKDOWN PER EVENT (CONTINUED)

RED, WHITE AND BOOM, JULY 4

\$1,000 SPONSORSHIP

Independence Day celebration held at Barnet Park that attracts 4,000+ visitors

Sponsorship Benefits:

600 Wristbands

Stage Announcements

Exhibit Space (If desired)

Logo on handouts, banners, signage, poster, website, and social media

Entry Tickets

INTERNATIONAL FESTIVAL, OCTOBER 7

\$1,500 SPONSORSHIP

Held at Barnet Park to celebrate Spartanburg's diversity attracts 12,000+ visitors

Sponsorship Benefits:

5,000 Wristbands

Stage Announcements

Exhibit Space (If desired)

Logo on handouts, banners, signage, poster, website, Freebees, and social media

Food Tickets

ALL FESTIVALS AND THEIR BENEFITS

\$6,000 SPONSORSHIP

29,000+ wristbands would be used at all the events above.

(\$1500 savings)

