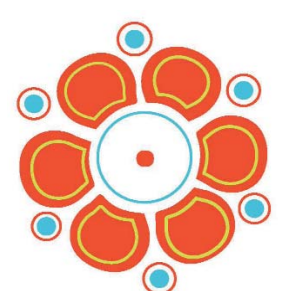
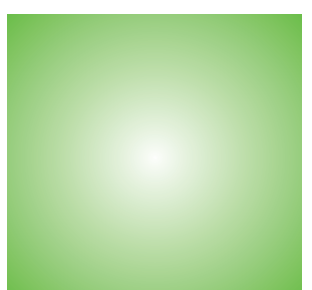




# 2012 SPRING FLING SPONSORSHIP OPPORTUNITIES





# SPONSOR VISIBILITY

## BANNER PLACEMENT

### CHARACTER APPEARANCES



### VEHICLE 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.

### EXHIBIT SPACE

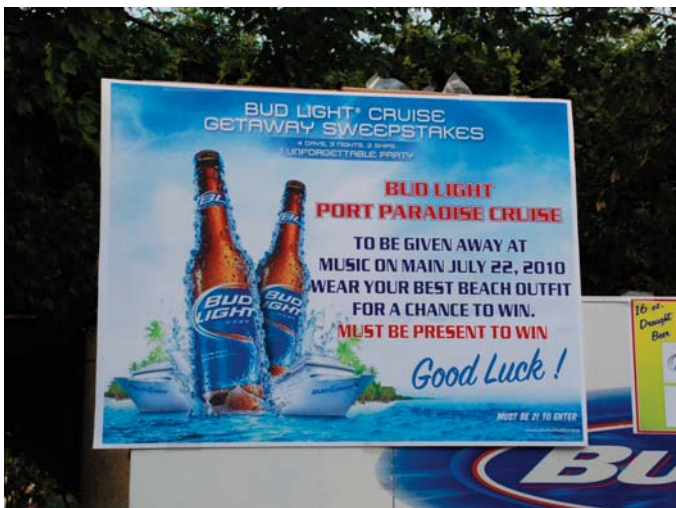


# SPONSOR VISIBILITY

## PROMOTIONAL GIVEAWAYS



## SPECIAL PROMOTIONS



## PRODUCT SAMPLING



## STAGE ANNOUNCEMENTS



# SPRING FLING

FRIDAY - SUNDAY, MAY 4, 5, & 6, 2012

**Time:** Friday, 6 pm - 10 pm, Saturday, 11 am - 9 pm,  
Sunday 1 pm - 7 pm



**Location:** On & around the streets of Downtown  
Spartanburg - covering several City blocks.

**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 100 participants. Children's rides are also available for a fee.

**Attractions:** Six festival stages feature more than 120 local, regional, and national entertainers during the multi-day celebration. A Food Court offering everything from crab cakes to funnel cakes; Arts & Crafts Marketplace offering excellent shopping; Family Fun Zone with rides; Classic Car Show, Frisbee Dog Shows, & 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 placement at festival  
Around the festival area  
At sponsored location

Exhibit Space - On-site booth space set aside to showcase and exhibit your product or service.

Stage Announcements - Recognition from stages throughout the festival.

Invitation to address audience

## ADVERTISING

Radio

- Cross-section of paid & promotional radio support

Television

- Cross-section of paid & promotional television support
- Logo placement on “slides” advertising International Festival on the City Channel, Charter Cable Channel 14

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

News Releases

- Sponsor recognized in news releases distributed to local media outlets



## PRINTED MATERIALS

Poster

- Approximately 1000 Posters distributed throughout the Upstate area

Festival Guide/Handout

- Sponsor recognition in the official Spring Fling guide/handout distributed to attendees

Event Signage

- Sponsor will be listed on appropriate signage throughout the Festival area

## HOSPITALITY

- Sponsor parking passes, food/ride coupons, admission to the Sponsor Hospitality tent with food and beverages, & festival souvenirs



# 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.



## AREA SPONSORSHIPS



## FAMILY FUN ZONE **\$5,000 INVESTMENT** *Friday, 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.

## 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)

### 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 goers to see.

**THE UNDERGROUND**            **\$2,000 INVESTMENT**

*Friday, 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.

**COMMUNITY SHOWCASE**        **\$1,000 INVESTMENT**

*Saturday & Sunday*

The community is the heart of Spring Fling and showcasing our local civic groups, associations, 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.



## STAGE SPONSORSHIPS

**CLOCK TOWER STAGE**            **\$4,000 INVESTMENT**

*Friday, Saturday, & Sunday*

Performances will fill the Clock Tower stage on Friday from 6-9:30 pm, Saturday from 11 am - 8:30 pm and Sunday 1-6:30 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."

**CHURCH STREET STAGE**        **\$3,000 INVESTMENT**

*Friday, Saturday, & Sunday*

Performances will fill the Church Street stage on Friday from 6-9:30 pm, Saturday from 11 am - 8:30 pm and Sunday 1-6:30 pm. This is the stage that anchors the food court that's filled with thousands and thousands of visitors all 3 days of the festival. This is one of the most visible areas of the festival.

**DISC CONNECTED K9's**            **\$3,000 INVESTMENT**


*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 the past two years. The sponsor of the most popular attraction at the festival will be highlighted during all seven shows over the 3-day celebration.

### 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.

# AT A GLANCE BENEFITS FOR SPRING FLING

 <b>BENEFIT</b>	Presenting Sponsor \$10,000	Family Fun Zone Sponsor \$5,000	Clock Tower (Main) Stage \$4,000	Spring Fling Gold Patron \$3,000	Church St Stage/Disc Connected K9s \$3,000	Food Court Sponsor \$3,000	Marketplace/Underground & Sponsors \$2,000	Morgan Square Stage Sponsor \$2,000	Spring Fling Silver Patron \$2,000	Bronze Patron \$1000	Community Showcase \$1,000
Spring Fling Presented by. .	Name										
Name incorporated in venue title		Yes	Yes		Yes	Yes	Yes	Yes			Yes
Logo on Main Stage Banner	Yes	Yes	Yes	Yes	Yes	Yes					
Television Spots to feature..	Logo	Name	Name								
Radio Spots to feature...	Name	Name	Name	Name	Name	Name					
Opportunity to address audience	Yes	Yes	Yes	Yes	Yes	Yes					
Stage Announcements	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Exhibit Space at Festival	Yes	Yes	Yes	10x20	10x20	10x20	10x10	10x10	10x10		
Print Promotions	Logo	Logo	Logo	Logo	Logo	Logo					
Advertising Flyer/ Poster	Logo	Logo	Logo	Logo	Logo	Logo					
On-Line Media	Logo	Logo	Logo	Logo	Logo	Logo	Name	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)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Event Signage	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name		
Sponsor parking passes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Spring Fling Souvenirs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes



# 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.

## Examples



Provides accommodations for festival talent.



Provide FREE advertising & emcee stages at events.



Provides food to Spring Fling sponsors & volunteers; "trades" supplies needed for events; loans carts for assisting vendors at International Festival.



Provides soft drinks & water to volunteers & entertainment at all festivals & events.



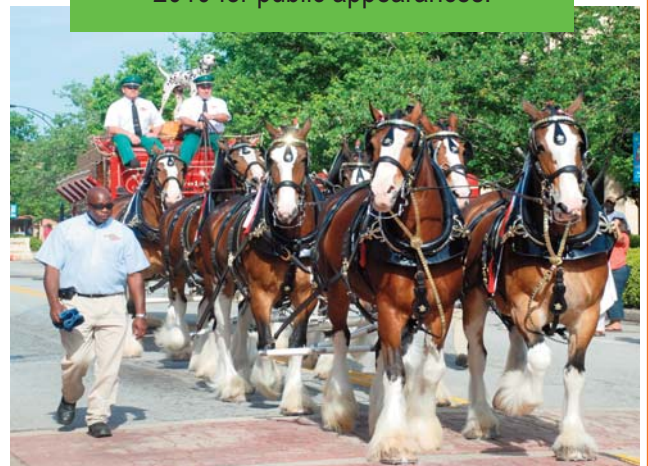
Provides children's activities at Spring Fling, Red White & Boom & International Festival.



Operates "creation station" at Spring Fling in Family Fun Zone. Provides supplies & staff.



Brought the world-famous Clydesdales to Music on Main and Spring Fling in 2010 for public appearances.



Provide FREE advertising for the entire Music on Main series (22 weeks). Rock 101 also emcees the concerts.



## HOW TO CONTACT US...

We are extremely proud of the Spartanburg Spring Fling and the brand name that goes along with it. We have a long standing history of success and value. The celebration truly attracts people from all walks of life. We are confident that our sponsors will gain tremendous value from a sponsorship of Spring Fling. Read what some are saying about it:

*“As the owner of a Spartanburg small business on a tight budget, I have tried many efforts to get information about Wet Paint Syndrome into the hands of new customers. Participating in Spring Fling 2011 was the best business decision I made all year. I had an enormous amount of exposure that has translated into new loyal customers. I was able to test products with a very diverse cross section of the community. To top it all off, the event itself was one of the highest grossing sales weekends in the history of my small business.”*

*“Upstate Parent Magazine has been a sponsor of the Spring Fling Family Fun Zone for a number of years. As a local magazine catering to families, there is no other event in Spartanburg County that reaches more parents from many diverse backgrounds as Spring Fling. This is our opportunity to meet our readers face to face. It has proven year after year to be great exposure for our magazine and our brand. The event staff at the City of Spartanburg is always helpful and open to new ideas. Together we have built this partnership into a fun event we all look forward to attending. We are happy to be a part of Spring Fling and will continue our sponsorship for many more years.”*

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:

Jane Warner, Festival Coordinator  
864-596-2976 [jwarner@cityofspartanburg.org](mailto:jwarner@cityofspartanburg.org)

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

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



Spring Fling Food Court



The Clock Tower Stage



Spring Fling's most popular attraction - the Disc Connected K9's

