



INTERNATIONAL FESTIVAL

The **Spartanburg International Festival** is held each year to celebrate Spartanburg's diverse community. Visitors can come to downtown for the day and take a trip around the world! The footprint features three stages; the Avenue of Nations with 30+ nation exhibits; the International Trade Zone that offers unique shopping; the International Kids Zone with children's entertainment and hands-on make and takes; and the International Boulevard of Food that boasts taste-tempting cuisines from all over the world. A different country is selected to be honored/spotlighted each year.



Target Audience

All ages

Anticipated Attendance

24,000+

Date and Time

October 2 - 5-9pm
October 3 - 11 AM-7 PM

Location

Downtown Spartanburg



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SPONSORSHIP BENEFIT	SOLD Presenting Sponsor \$7,500	Stage* Sponsor \$3,000-\$4,000	Zone* Sponsor \$2,000-\$3,000	Gold Patron \$3,000	Silver Patron \$2,000	Bronze Patron \$1,000	Media Sponsor
International Festival Presented by...	✓						
Radio Spots to feature	✓						
Name inclusion in Stage Announcements	✓	✓	✓	✓	✓	✓	✓
Exhibit Space	Negotiable Setup Provided	Space & setup provided	Space Provided	Space & setup provided	Space Provided		Space Provided
Logo/business name on marketing material (sponsorship must be verified by print date)	✓	✓	✓	✓	✓	✓	✓
Logo and link on event website	✓	✓	✓	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓
On Site Banners (provided by sponsor)	✓	✓	✓	✓	✓		✓
Logo on Event Signage (sponsorship must be verified by printing dates)	✓	✓	✓	✓	✓	✓	✓
Name incorporated in zone/stage title		✓	✓				
Logo inclusion in snapchat filter	✓						
Opportunity to address audience	✓	✓					
Volunteer opportunities for sponsor	✓	✓	✓	✓			
First right of refusal for next year's event	✓	✓	✓				
Multi-year agreement opportunity	✓	✓	✓				
Logo on festival t-shirts as produced	✓						
Sponsor Hospitality Pass	10	2-5	4	3	2	2	Negotiable
Sponsor Appreciation Package	✓	✓	✓	✓	✓	✓	✓

Reference page 19 for the Wristband Sponsorship opportunity

***ZONES:**

International Boulevard of Food- \$3,000, 10x10, Setup provided
 International Kids Zone - \$2,000,10x10 Space
 Avenue of Nations - \$2,000,10x10 Space
 Honored Country - \$2,000, 10x10 Space

***STAGES:**

World Wide Showcase Stage - \$4,000, 10x20, Setup provided
 Global Review Stage- \$3,000, 10x10, Setup provided

