

City of Spartanburg

EVENT SPONSORSHIP OPPORTUNITIES 2020

Your Company + Community = A wise investment!



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 & 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.

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 hosts a variety of community events throughout the year, building connections with its citizens and businesses that reflect the richness of the diversity in our city. We see community events as being vital in weaving the fabric that is our community. With this said, 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 it out!

This sponsorship packet includes many exciting events planned for our entire community - & visitors - to enjoy. Will you join us today? We would love to have you!

Contact our Special Events office at 864-596-2976 to discuss options.

5.

Driving Sales - sponsorship geared toward driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. Food and beverage companies often use sampling at events to encourage 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!



**DIRECT INTERACTION WITH
EVENT ATTENDEES**

**PROMOTIONAL
GIVEAWAYS**



CHARACTER APPEARANCES

STAGE ANNOUNCEMENTS



SPONSOR VISIBILITY

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.



SPECIAL PROMOTIONS

VEHICLE PLACEMENT



PRODUCT SAMPLING



RECOGNITION ON EVENT SIGNAGE

EXHIBIT SPACE



BANNER PLACEMENT



EVENT SPONSORSHIP OPPORTUNITIES

2020 *Event* CALENDAR

April

- Music on Main (every Thursday)
- Jazz on the Square (Fridays)
- Spring Fling (April 24-26)

May

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

June

- Music on Main (every Thursday)

July

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

October

- International Festival (October 3)

December

- Dickens of a Christmas (December 1)



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



Each City of Spartanburg event has numerous & 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

We encourage you to explore all sponsorship opportunities. Concentrate on one event OR we would LOVE to put a "PACKAGE DEAL" together for you. Let us know what you're thinking.



WHAT'S *Inside?*

Page 5

Music on Main

Every Thursday in April - July
5:30-8:30 PM

Anticipated attendance: 10K+ for the season; 500+ per week
Spartanburg's favorite after-work social gathering. Meet friends for free live music & spend an evening enjoying downtown.

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Jazz on the Square

Fridays in April & May
5:30-8 PM

Anticipated attendance: 2K+ for the season; 300+ per week
Jazz lovers rejoice and congregate at Morgan Square to listen to free live jazz each week.

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Spring Fling

April 24, 25 & 26

Anticipated attendance: 115K+
This fun event started in 1978 and has been going strong ever since. It has not deviated from its original purpose - to bring people to downtown Spartanburg. The Fling grew from a one day event it to a three day celebration of spring.

Page 12

Red, White, & Boom

Always on the 4th of July

Anticipated attendance: 5k+
Spartanburg's independence celebration brings food, music, fun and fireworks to Barnet Park.



Page 16

International Festival

October 3, 11 AM - 7PM

Anticipated attendance: 12K+
IFest is Spartanburg's most unique event that's been taking place since 1986. It celebrates our diverse community through food, dance, music, educational displays & more.

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Dickens of a Christmas

December 1, 6-9 PM

Anticipated attendance: 20K+
This community tradition began 25+ years ago and fills downtown Spartanburg with scenes from the Charles Dickens era.

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Wristband Sponsorship Option

Anyone attending a downtown event who is 21+ years of age wears a wristband to consume alcohol. Over 25K wristbands are worn each year at events.

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In-Kind Sponsorships

Some businesses have goods or services that are needed for downtown events. This makes an excellent sponsorship option.



MUSIC ON MAIN

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! The event is held on Morgan Square, the heart of downtown Spartanburg. There will be 18 events for the 2020 season.



Target Audience

All ages

Anticipated Attendance

10,000+ for the season;
500+ per week

Date and Time

Every Thursday in April - July
5:30-8:30 PM

Location

Morgan Square



MUSIC ON MAIN

SPONSORSHIP BENEFIT	Presenting Sponsor \$10,000	Major Sponsor \$1,500	Single Event Supporter \$500	Media Sponsor
Music on Main Presented by...	✓			
Radio Spots to feature	✓			
Name inclusion in Stage Announcements	✓	✓	✓	✓
Exhibit Space (setup provided)	Negotiable	4 Dates	1 Date	Negotiable
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)	✓	✓		✓
Beverage Coupons	200	30	15	Negotiable
Sponsor Gathering (with food & drinks)	✓			

Reference page 19 for the Wristband Sponsorship opportunity





JAZZ ON THE SQUARE

Spartanburg has tons of jazz music enthusiasts who enjoy coming out to *Jazz on the Square* 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. There will be 7 events for the 2020 season.



Target Audience

All ages

Anticipated Attendance

2,100+ for the season;
300+ per week

Date and Time

Fridays in April & May
5:30-8 PM

Location

Morgan Square



JAZZ ON THE SQUARE

SPONSORSHIP BENEFIT	Presenting Sponsor \$4,000	Major Sponsor \$500	Single Event Sponsors \$300	Media Sponsor
Jazz on the Square Presented by...	✓			
Name inclusion in Stage Announcements	✓	✓	✓	✓
Exhibit Space (setup provided)	Negotiable	2 Dates	1 Date	Negotiable
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)	✓	✓		✓
Beverage Coupons	75	20	10	Negotiable

Reference page 19 for the Wristband Sponsorship opportunity





SPRING FLING

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. Admission to Spring Fling is FREE. There is food, children's rides, and items from more than 200 vendors for sale.



Target Audience

All ages

Anticipated Attendance

115,000+

Date and Time

April 24, 6-10 PM

April 25, 10 AM-9 PM

April 26, Noon - 6 PM

Location

Downtown Spartanburg



SPRING FLING

SPONSORSHIP BENEFIT	Presenting Sponsor \$15,000	Zone* Sponsor \$2,000- \$5,000	Stage* Sponsor \$3,000- \$4,000	Gold Patron \$3,000	Silver Patron \$2,000	Bronze Patron \$1,000	Media Sponsor
Spring Fling Presented by...	✓						
Radio Spots to feature	✓						
Name inclusion in Stage Announcements	✓	✓	✓	✓	✓	✓	✓
Exhibit Space	Negotiable space & setup provided	Space Provided	Space & setup provided	Space 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	✓	Food Court & Family Fun Zone	✓				
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:

Family Fun Zone - \$5,000, Space Negotiable, Setup provided;
 Food Court - \$4,000, 10x20 Space, Setup provided;
 Marketplace - \$2,000, 10x10 Space;
 Community Showcase - \$2,000, 10x10 Space

*STAGES:

Clock Tower - \$4,000
 Morgan Square - \$3,000
 Main Street (Sat. & Sun) - \$3,000





RED, WHITE & BOOM

Red, White, & Boom is the City of Spartanburg's official Independence Day Celebration. There is a \$5 general admission fee; children 6 and under are admitted free. 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. See displays from local military and military-support groups. And last but not least, enjoy a Spectacular Fireworks Finale!



Target Audience

All ages

Anticipated Attendance

5,000+

Date and Time

July 4
5-10 PM

Location

Barnet Park



RED, WHITE & BOOM

SPONSORSHIP BENEFIT	Presenting Sponsor \$5,000	Let Freedom Ring Sponsor \$2,500	All American Sponsor \$1,000	Media Sponsor
Red, White & Boom Presented by...	✓			
Radio Spots to feature	✓			
Name inclusion in Stage Announcements	✓	✓	✓	✓
Exhibit Space	Negotiable Setup Provided	10x10 Setup Provided		Negotiable
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)	✓	✓	✓	✓
Admission Tickets	100	50	20	Negotiable
Hospitality	✓	✓	✓	✓
Logo inclusion in snapchat filter	✓			

Reference page 19 for the Wristband Sponsorship opportunity





INTERNATIONAL FESTIVAL

The **Spartanburg International Festival** is held each year to celebrate Spartanburg's diverse community. Festival goers can come to Barnet Park for the day and take a trip around the world! The footprint features three stage; 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

12,000+

Date and Time

October 3
11 AM-7 PM

Location

Downtown Spartanburg



INTERNATIONAL FESTIVAL

SPONSORSHIP BENEFIT	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





DICKENS OF A CHRISTMAS

Dickens of a Christmas is a community tradition that signals the start of the Christmas Season. Starting with horse-drawn carriage rides around Richardson Park, there is a progression of family activities - from living windows to strolling carolers singing, food vendors & Santa. 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.



Target Audience

All ages

Anticipated Attendance

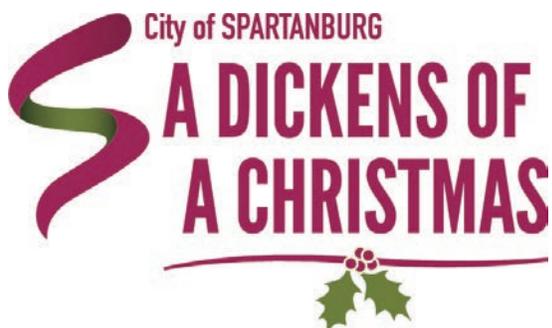
20,000+

Date and Time

December 1, Rain Date: December 3
6-9 PM

Location

Downtown Spartanburg



DICKENS OF A CHRISTMAS

SPONSORSHIP BENEFIT	Presenting Sponsor \$5,000	Carriage or Train \$3,500	Christmas Spirit \$2,000	Media Sponsor
Dickens Presented by...	✓			
Logo/business name on event program (sponsorship must be verified by print date)	✓			
Name inclusion in Stage Announcements	✓	✓	✓	✓
Exhibit Space	Negotiable Setup Provided	10x10 Setup Provided		Negotiable
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)	✓	✓	✓	✓
Logo inclusion in snapchat filter	✓			



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 23,000+ potential customers during 2020. 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 Online Media posts.

Pricing and a breakdown per event:

Music on Main

\$1,500 Sponsorship

Sponsorship Benefits:

- 5,000 Wristbands
- Stage Announcements
- 10x10 Exhibit Space during four event dates
- Logo on handouts, banners, signage, poster, website and social media
- 30 Beverage Coupons

Jazz on the Square

\$500 Sponsorship

Sponsorship Benefits:

- 1,000 Wristbands
- Stage Announcements
- 10x10 Exhibit Space during event date
- Logo on handouts, banners, signage, poster, website and social media
- 15 Beverage Coupons

Spring Fling

\$2,000 Sponsorship

Sponsorship Benefits:

- 10,000 Wristbands
- Stage Announcements
- 10x10 Exhibit Space
- Logo on handouts, banners, signage, poster, website, souvenirs, and social media
- 2 Hospitality Passes



Pricing and a breakdown per event (continued)

Red, White and Boom

\$1,500 Sponsorship

Sponsorship Benefits:

1,500 Wristbands

Stage Announcements

10x10 Exhibit Space

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

20 Entry Tickets

International Festival

\$1,500 Sponsorship

Sponsorship Benefits:

5,000 Wristbands

Stage Announcements

10x10 Exhibit Space

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

Sponsor Appreciation Package

BEST DEAL!!!

All festivals and their benefits

\$5,000 Sponsorship

20,000+ wristbands would be used at all the events + Dickens of a Christmas.

All other benefits mentioned would be included. (\$2,000 savings)

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:



iHeart's WSSL 100.5 is a major media partner. They work with record companies to help bring national talent at a fraction of the cost, provide THOUSANDS of dollars in FREE event advertising, and schedule station talent to emcee stages & introduce the acts.

Rock 101 also emcees the concerts & comes to each concert to interact with & provide activities for event attendees.



Entercom

Entercom partners with the City to provide free advertising; provides station talent as emcees for festival stages; showcases Spring Fling through entertainment shows live at the festival.

Budweiser of Spartanburg is one of the City's largest monetary - and In-Kind supporters. They brought us the world-famous Clydesdales to Spring Fling in 2010 & 2015. They provide sponsor hospitality for all events & print signage and banners.



KOHLER

Kohler provided volunteers for our Dickens of a Christmas event. They did this in an initiative to connect with the community in which they do business.

Spartanburg Community College coordinated and provided volunteers for the 2019 Spring Fling Family Fun Zone.



Provides food to volunteers & sponsors.



Provides food to volunteers & sponsors.



Provides First Aid Stations at Spring Fling & International Festival.

Provides soft drinks & water for sponsors, volunteers, & entertainment at all City. events.



Pays half cash & the other half in gift cards that are used to purchase food & paper products for sponsor hospitality, snacks for volunteers, and other needed supplies.



Provide lodging for festival talent.



THANK YOU TO OUR 2019 Sponsors!



OF SPARTANBURG



Renewal by Andersen.

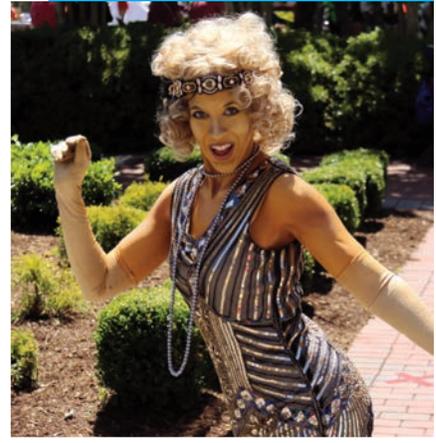




**Your Business
+ our Spartanburg Community
= A GREAT Investment!**

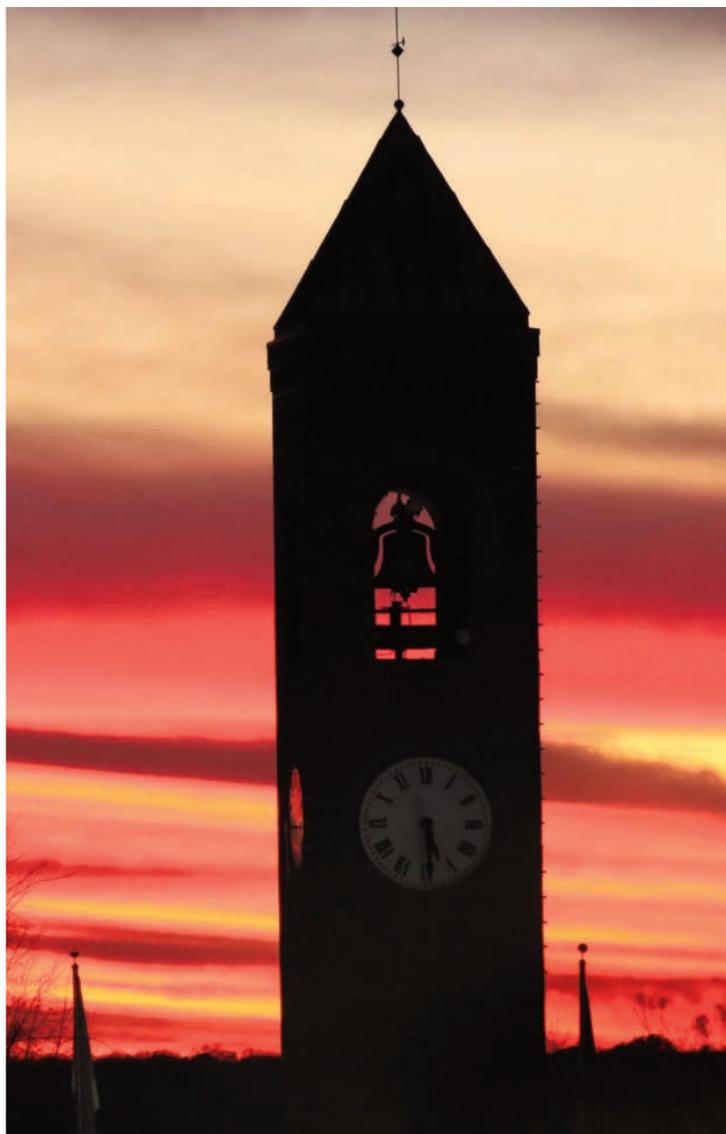


SO MUCH FUN!



We can't wait to talk to you about the many sponsorship opportunities that await you with the City of Spartanburg. We organize seven different festivals and events throughout the year, so we feel sure there's something 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:

Megan Wallace
Special Events Coordinator
864-596-2976

Mandy Merck
Special Events Manager
864-562-4195
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
2020