City of Spartanburg
EVENT SPONSORSHIP OPPORTUNITIES 2020

Your Company + Community = A wise investment!
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.

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.

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

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.

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

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)
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.

Page 8
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.

Page 10
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.

Page 20
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.

Page 22
In-Kind Sponsorships
Some businesses have goods or services that are needed for downtown events. This makes an excellent sponsorship option.
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
## SPONSORSHIP BENEFIT

<table>
<thead>
<tr>
<th>Music on Main Presented by…</th>
<th>Presenting Sponsor $10,000</th>
<th>Major Sponsor $1,500</th>
<th>Single Event Supporter $500</th>
<th>Media Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Radio Spots to feature</td>
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<td></td>
</tr>
<tr>
<td>Name inclusion in Stage Announcements</td>
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<tr>
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<tr>
<td>Logo and link on event website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Mentions</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>On Site Banners (provided by sponsor)</td>
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<td>Beverage Coupons</td>
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<td>Sponsor Gathering (with food &amp; drinks)</td>
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Reference page 19 for the Wristband Sponsorship opportunity
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.
## SPONSORSHIP BENEFIT

<table>
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<tr>
<th>Benefit</th>
<th>Presenting Sponsor $4,000</th>
<th>Major Sponsor $500</th>
<th>Single Event Sponsors $300</th>
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Reference page 19 for the Wristband Sponsorship opportunity
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
## Sponsorship Benefits

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<tr>
<th>Benefit</th>
<th>Presenting Sponsor $15,000</th>
<th>Zone* Sponsor $2,000-$5,000</th>
<th>Stage* Sponsor $3,000-$4,000</th>
<th>Gold Patron $3,000</th>
<th>Silver Patron $2,000</th>
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<tr>
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<tr>
<td>Multi-year agreement opportunity</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

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 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

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<th>Presenting Sponsor $5,000</th>
<th>Let Freedom Ring Sponsor $2,500</th>
<th>All American Sponsor $1,000</th>
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<td>Logo and link on event website</td>
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</tr>
<tr>
<td>Social Media Mentions</td>
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<td>✓</td>
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<tr>
<td>On Site Banners (provided by sponsor)</td>
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</table>

Reference page 19 for the Wristband Sponsorship opportunity
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
## Sponsorship Benefits

<table>
<thead>
<tr>
<th>International Festival Presented by…</th>
<th>Presenting Sponsor $7,500</th>
<th>Stage* Sponsor $3,000- $4,000</th>
<th>Zone* Sponsor $2,000- $3,000</th>
<th>Gold Patron $3,000</th>
<th>Silver Patron $2,000</th>
<th>Bronze Patron $1,000</th>
<th>Media Sponsor</th>
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<tbody>
<tr>
<td>Radio Spots to feature</td>
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- Logo/business name on marketing material (sponsorship must be verified by print date)
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  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Logo and link on event website
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Social Media Mentions
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- On Site Banners (provided by sponsor)
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Logo on Event Signage (sponsorship must be verified by printing dates)
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Name incorporated in zone/stage title
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Logo inclusion in snapchat filter
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Opportunity to address audience
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Volunteer opportunities for sponsor
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- First right of refusal for next year's event
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Multi-year agreement opportunity
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Logo on festival t-shirts as produced
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓

- Sponsor Hospitality Pass
  - $7,500: 10
  - $3,000- $4,000: 2-5
  - $2,000- $3,000: 4
  - $3,000: 3
  - $2,000: 2
  - $1,000: 2
  - Negotiable

- Sponsor Appreciation Package
  - $7,500: ✓
  - $3,000- $4,000: ✓
  - $2,000- $3,000: ✓
  - $3,000: ✓
  - $2,000: ✓
  - $1,000: ✓
  - Negotiable

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 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
### SPONSORSHIP BENEFIT

<table>
<thead>
<tr>
<th></th>
<th>Presenting Sponsor $5,000</th>
<th>Carriage or Train $3,500</th>
<th>Christmas Spirit $2,000</th>
<th>Media Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dickens Presented by...</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo/business name on event program (sponsorship must be verified by print date)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name inclusion in Stage Announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Space</td>
<td>Negotiable Setup Provided</td>
<td>10x10 Setup Provided</td>
<td></td>
<td>Negotiable</td>
</tr>
<tr>
<td>Logo/business name on marketing material (sponsorship must be verified by print date)</td>
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</tr>
<tr>
<td>Logo and link on event website</td>
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<td>✓</td>
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<tr>
<td>Social Media Mentions</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>On Site Banners (provided by sponsor)</td>
<td>✓</td>
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<tr>
<td>Logo on Event Signage (sponsorship must be verified by printing dates)</td>
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<tr>
<td>Logo inclusion in snapchat filter</td>
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</tr>
</tbody>
</table>
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:

- **WSSL 100.5**
  - 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.

- **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.

- **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**
  - Spartanburg Community College coordinated and provided volunteers for the 2019 Spring Fling Family Fun Zone.
Provides soft drinks & water for sponsors, volunteers, & entertainment at all City. events.

Provides First Aid Stations at Spring Fling & International Festival.

Provides food to volunteers & sponsors.

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

CAROLINA Foothills Federal Credit Union

Spartanburg Community College

South Carolina Federal Credit Union

Founders Federal Credit Union

Sherman College of Chiropractic

SEF Eurodrive

VITAL Federal Credit Union

Best Western PLUS

Comfort Suites

Villaging Cafe

Denny's

DEMTEK LLC

WSSL 100.5

Today's Best Country

104.5 The Block

Greatest Hits on Earth FM

93.7 WHTI #1 for Hit Music

Carolina Family

Creative Workspace

ARKEN Media Group

FOX Carolina

Renewal by Andersen

City of Spartanburg

South Carolina
Your Business + our Spartanburg Community = A GREAT Investment!
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