



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



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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

