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

2018 Event Calendar

**April**
- Music on Main (every Thursday)
- Jazz on the Square (Fridays)
- Spring Fling (April 27-29)

**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)

**September**
- Jazz on the Square (every Friday)

**October**
- Jazz on the Square (every Friday)
- International Festival (October 6)

**December**
- Dickens of a Christmas (Nov 27)
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 sees community events as being vital in weaving the fabric that is our community. But 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 this out: A survey conducted by the International Events Group, Inc. (the worldwide authority on the sponsorship industry) revealed **festivals have a higher audience loyalty than NASCAR or cause marketing.** The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product and they provide the most conducive environment for experiential sampling.

Need a few more reasons to be an event sponsor?

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 and 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 to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. Food and beverage companies often use sponsorship to encourage samplings and 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!
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.
Each City of Spartanburg special event has numerous and 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
- Strong promotional programs to support each event

The City of Spartanburg is looking for partners/sponsors for the following events:

- Music on Main
- Jazz on the Square
- Spring Fling
- Red, White, & Boom
- International Festival
- Dickens of a Christmas

We invite you to look at all the possibilities for sponsorship. Be part of all of our events, or concentrate on just one. And we would LOVE to put a “package deal” together for you. Just let us know what you’re thinking about.
Purpose: 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! We’re VERY EXCITED to be on Morgan Square, the heart of downtown Spartanburg.

Attendance: Average attendance for each Music on Main is 500 people. A quick glance through the crowd shows that people of all ages enjoy Music on Main, from the very young to the young at heart.

Cost: The event is FREE to the public. Beverages are available for purchase.

Attractions: People can’t resist the lure of Music on Main. For some it’s the music, for others it’s the great outdoors, and for still others, it’s just hanging out with friends in the relaxed setting of downtown Spartanburg. Music on Main truly is a music lovers paradise. Where else can you go once a week and hear great music absolutely free? A different band takes the stage each week, playing a little bit of everything - Rock, Country, Soul, Blues, & Reggae. Homegrown bands are primarily featured.
The following is a list of benefits available to Music on Main Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

**On Site Recognition**

**Banner** placement at event.

**Event Signage** - sponsor logo on signage in event area.

**Exhibit Space** - On-site space to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.

**Stage Announcements**
- Recognition during stage announcements
- Invitation to address audience.

**Advertising**

**Radio** - Promotional radio support from sponsor station.

**Online Media**
- Logo with hot link on festival website: (www.musiconmain.com)
- Inclusion on Facebook & Instagram.
- Weekly email blasts to approximately 1K+.

**Printed Event Collateral**

**Flyers** - Approximately 1,000 flyers distributed in the Spartanburg community.

**Pocket Cards** - Approximately 5,000 pocket cards distributed in the Spartanburg community.

**Rack Cards** - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

**Hospitality**

- **Beverage Coupons** that can be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.

- **Sponsor gathering** (with food & drinks) during the season.
**SPONSORSHIP OPTIONS**

**PRESENTING SPONSOR** $10,000 Investment
The Presenting Sponsor of Music on Main will be offered the highest level of visibility and exposure to thousands of patrons who attend Music on Main, in addition to the thousands and thousands of households reached through the advertising and public relations effort. There will be 17 Music on Main events during the 2018 series.

**MAJOR PATRON** $1,500 Investment
Music on Main is a very popular event with 500+ people coming out on a weekly basis. It’s an excellent opportunity to put your name and products in front of the public in a professional, exciting and effective way. As a patron at this level, you will secure a visible spot at 5 consecutive events (or 5 dates of your choice).

**SINGLE EVENT SUPPORTER** $500 Investment
Do you have a special promotion that you would like to showcase to 500+ people? Music on Main is the perfect event for you! For this small investment, you can gain tremendous exposure.

**MEDIA SPONSORS**
MOM needs the assistance of our local media to help publicize this weekly music series. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

**AT A GLANCE BENEFITS**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor</th>
<th>Major Patron</th>
<th>Single Event Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music on Main Presented by...</td>
<td>Name</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Radio Spots to feature</td>
<td>Name</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Stage Announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Space with Tent, Tables &amp; Chairs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Online Media</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>On Site Banner(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event Signage</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>Beverage Coupons</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Gathering</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Purpose: Spartanburg has tons of jazz music enthusiasts who enjoy coming out 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.

Attendance: A couple of hundred people come to Morgan Square each week for Jazz on the Square. Many families bring picnics and enjoy it with friends listening to great jazz music.

Cost: The event is FREE. Beverages are available for purchase.

Attractions: The sounds of live Jazz music fill downtown Spartanburg with the 2018 season of Jazz on the Square. JOTS is held on Fridays in April and May and again in September & October. Visitors can bring a blanket or chair and listen to some of the area's best musicians. Members of the Spartanburg Downtown Association assist the City in selling beer, wine, and soft drinks - the event serves as a way for the SDA to raise money to help with different downtown projects. The open venue provides the entire community an opportunity to enjoy Spartanburg’s beautiful surroundings while listening to great music.
JAZZ ON THE SQUARE \nBENEFITS DETAIL

The following is a list of benefits available to Jazz on the Square sponsors.

**ON SITE RECOGNITION**

Banner placement at event.

**Event Signage** - sponsor logo on signage in event area.

**Exhibit Space** - On-site space to showcase and exhibit your product or service. A tent, tables, & chairs are provided to our sponsors.

**Stage Announcements**
- Recognition during stage announcements
- Invitation to address audience.

**ADVERTISING**

**Online Media**
- Logo with hot link on City website: (www.cityofspartanburg.org)
- Inclusion on Facebook & Instagram.
- Weekly email blasts to approximately 1K+.

**PRINTED EVENT COLLATERAL**

**Flyers** - Approximately 500 flyers distributed in the Spartanburg community.

**Pocket Cards** - Approximately 1,000 pocket cards distributed in the Spartanburg community.

**Rack Cards** - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

**HOSPITALITY**

**Beverage Coupons** to be used during the music series. Businesses can provide these free tickets to customers or employees as a special thank you or for networking opportunities.

---

**SPONSORSHIP OPTIONS**

**PRESENTING SPONSOR \n(SPRING AND FALL SERIES)**

$8,000 INVESTMENT

The Presenting Sponsor for Jazz on the Square will be offered the highest level of visibility and exposure for the event. "Jazz on the Square presented by (Your Name Here)" This sponsor will be recognized in all publicity for event. There will be 14 concerts - in April, May, September & October.

**SINGLE CONCERT SPONSOR**

$300 INVESTMENT

This sponsorship level is for the community minded business who is interested in being part of this exciting event in Downtown Spartanburg. This sponsor will present one Friday evening concert during the series.

**MEDIA SPONSORS**

JOTS needs the assistance of local media to help publicize this event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

---

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor $8,000</th>
<th>Single Event Sponsor $300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jazz on the Square Presented by</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event Signage</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Space at Event</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Stage Announcements</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online Media&amp; Email</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On Site Banner(s)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hospitality</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
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. Surveys reflect the attendee demographic profile as: 57% female, 43% male; Age - 18-29 year olds (35%); 30-39 year olds (30%); 50-59 (15%); and 60+ (10%). The average attendee spends $25-$35 at the festival.

Cost: Admission to Spring Fling is FREE. Food, beverages, art, crafts, and gifts items are available for purchase from more than 200 participants. Children’s rides are also available for a fee.

Attractions: Four festival stages feature more than 100 local, regional, and national entertainers during the multi-day celebration. A Food Court offers everything from crab cakes to funnel cakes; Arts & Crafts Marketplace offering excellent shopping; Family Fun Zone with rides & lots of free things for the kids to do; & many other unique opportunities. A professional bicycle race speeds around several blocks of downtown Spartanburg on Friday.
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(s)** placement at festival.

**Event Signage** - sponsor logo on signage throughout the festival area.

**Exhibit Space** - On-site space to showcase and exhibit your product or service. Tent, tables, & chairs are provided to our sponsors.

**Stage Announcements**
- Recognition during stage announcements.
- Invitation to address audience.

**ADVERTISING**

**Radio** - Cross-section of paid & promotional radio support.

**Snap Chat Filter** - Sponsor Logo included in event filter.

**Online Media**
- Logo with hot link on festival website: (www.spartanburgspringfling.com)
- Inclusion on Facebook & Instagram.
- Email blasts to approximately 1K+.

**PRINTED EVENT COLLATERAL**

**Flyers/Posters** - Approximately 1,000 distributed in the Spartanburg community.

**Rack Cards** - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

**Festival Handout** - Sponsor recognition in the 10k guide/handouts distributed to attendees.

**HOSPITALITY**

**Sponsor Appreciation Package**, which includes festival souvenirs, drinks and attraction coupons.

Admission to the **Sponsor Hospitality** tent with FREE food and beverages.
SPRING FLING SPONSORSHIP OPTIONS

PRESENTING SPONSOR $15,000 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 & through the festival advertising.

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.

SPONSORSHIPS OF FESTIVAL AREAS/ATTRACTIONS

FAMILY FUN ZONE $5,000 INVESTMENT
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 aswell as rides and inflatables, hands-on activities, & much more.

MAIN STAGE $4,000 INVESTMENT
Friday, Saturday, & Sunday
This is the “main” stage at the festival, hosting the biggest acts. If having your name repeated over & over is of interest to you, then this is your place. The stage announcer will refer to this stage as the “(Your Name) Stage.”

FOOD COURT $4,000 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 St., the heart of the festival.

ARTS & CRAFTS $2,000 INVESTMENT
MARKETPLACE
Friday, Saturday, & Sunday
Visitors love to stroll through the streets of downtown Spartanburg to check out the hand-made items that you can’t find anywhere else. As the Marketplace sponsor, your name will be showcased with these wonderful arts & crafts exhibitors for all festival goers to see.
COMMUNITY SHOWCASE  $1,000 INVESTMENT
Saturday & Sunday
The community is the heart of Spring Fling and showcasing our local civic groups, 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, as well as do some fundraising.

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

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>Presenting Sponsor $15,000</th>
<th>Family Fun Zone $5,000</th>
<th>Main Stage Sponsor $4,000</th>
<th>Food Court $4,000</th>
<th>Gold Patron $3,000</th>
<th>Marketplace $2,000</th>
<th>Silver Patron $2,000</th>
<th>Bronze Patron $1,000</th>
<th>Community Showcase $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Fling Presented by....</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio Spots feature</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Snap Chat Filter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name incorporated in venue title</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On Site Banner(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Space at Festival</td>
<td>NEG.</td>
<td>NEG.</td>
<td>NEG.</td>
<td>10x20</td>
<td>10x20</td>
<td>10x10</td>
<td>10x10</td>
<td>10x10</td>
<td></td>
</tr>
<tr>
<td>Radio Spots to feature...</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stage Announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to address audience</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online Media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hospitality</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Purpose: Red, White, & Boom is the City of Spartanburg’s official Independence Day Celebration.

Attendance: Five thousand people fill Barnet Park for this annual celebration.

Cost: There is a $5 general admission to Red, White, & Boom. Children 6 and under are admitted free. Beverages and food are available for purchase.

Attractions: Barnet Park is the perfect setting for Spartanburg’s Independence Day celebration. 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, including BBQ, funnel cakes, lemonade, hamburgers, hot dog’s, philly cheese steaks, and more. See displays from local military and military-support groups. And last but not least, enjoy a Spectacular Fireworks Finale presented by Zambelli Fireworks!
The following is a list of benefits available to Red, White, & Boom Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

**On Site Recognition**

**Banner** placement at event.

**Event Signage** - sponsor logo on signage in event area.

**Exhibit Space** - On-site space to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.

**Stage Announcements**
- Recognition during stage announcements.
- Invitation to address audience.

**Advertising**

**Radio** - Promotional radio support from sponsor station.

**Snap Chat Filter** - Sponsor Logo included in event filter.

**Online Media**
- Logo with hot link on City website: (www.cityofspartanburg.org)
- Inclusion on Facebook & Instagram.
- Email blasts to approximately 1K+.

**Printed Event Collateral**

**Flyers** - Approximately 1,000 flyers distributed in the Spartanburg community.

**Hospitality**
- Passes for Reserved Sponsor Parking.
- Admission tickets for Red, White & Boom.
**RED, WHITE, & BOOM SPONSORSHIP OPTIONS**

**PRESENTING SPONSOR** **$5,000 Investment**
The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of visitors who attend Red, White, & Boom. In addition, the sponsor’s name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Red, White, & Boom presented by (Your Name Here)"

**LET FREEDOM RING PATRON** **$2,500 Investment**
Let Freedom Ring Patrons have an opportunity to connect with the 4,000+ visitors attending Red, White, & Boom through available exhibit space at the festival. Let Freedom Ring Patrons also receive recognition on-site and through the festival advertising program.

**ALL AMERICAN PATRON** **$1,000 Investment**
Our All American Patrons will be recognized for their generosity with stage announcements and through banner placement at the park.

**MEDIA SPONSORS**
Red, White, & Boom needs the assistance of our local media to help publicize this fun-filled event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor. **Will you be a part of this patriotic celebration?**
Purpose: The Spartanburg International Festival is held each year to celebrate Spartanburg’s diverse community through food, music, hands-on activities, fun, and dance. Festival goers can come to Barnet Park for the day and take a trip around the world!

Attendance: Average attendance each year at International Festival is 12,000 people. Spartanburg residents make up the largest group of people attending the festival. Surveys showed the second highest visitor percentage was from nearby Cherokee County; third was Greenville County. The survey also tracked people from all over South Carolina, North Carolina, and a few from Georgia.

Cost: Admission to International Festival is FREE to the public. Food is purchased with Festival coupons. International arts and crafts are available for cash purchase.

Attractions: Three stages feature diverse & celebrated music & dance that spans the globe. Strolling entertainers also are featured throughout the festival. The Avenue of Nations features 30+ exhibits of diverse cultures from around the globe. The International Trade Zone offers unique shopping opportunities. The International Kids Zone offers children’s entertainment and hands-on make and take activities for the entire family. The International Boulevard of Food boasts taste-tempting cuisines from all over the world. A different country is selected to be honored/spotlighted each year. Philippines will be the honored country in 2018.
The following is a list of benefits available to International Festival Sponsors. Check the listing for benefits by Sponsorship level.

**ON SITE RECOGNITION**

**Banner** placement at event.

**Event Signage** - sponsor logo on event signage.

**Exhibit Space** - On-site space to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.

**Stage Announcements**
- Recognition during stage announcements.
- Invitation to address audience.

**ADVERTISING**

**Radio** - Cross-section of paid & promotional radio support - including Hispanic radio stations.

**Snap Chat Filter** - Sponsor Logo included in event filter.

**Online Media**
- Logo with hot link on festival website: (www.spartanburginternationalfestival.com)
- Inclusion on Facebook & Instagram.
- Email blasts to approximately 1K+.

**PRINTED EVENT COLLATERAL**

**Posters** - Approximately 1,000 distributed in the Spartanburg community.

**Flyers** - approximately 10,000 flyers distributed to Spartanburg County School Districts.

**Rack Cards** - 3,000 rack cards placed in three SC Welcome Centers and in local hotels.

**Festival Handout** - Sponsor recognition in the International Festival guide distributed to 10K attendees.

**HOSPITALITY**
- Sponsor parking passes.
- Coupons for International Boulevard of Food.
PRESENTING SPONSOR $7,500 Investment
The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of patrons who attend the International Festival, in addition to the thousands of households reached through the advertising and public relations effort. "Spartanburg International Festival presented by (Your Name Here)."

WORLDWIDE SHOWCASE STAGE $4,000 Investment
No matter how far away the sounds originate, the only language festival goers need to be fluent in is the universal language of music. The sounds of the world diverse in language and culture entertains festival goers all day long on the Worldwide Showcase Stage. (This is the Zimmerli Amphitheater Stage - the main festival stage.)

GLOBAL REVIEW STAGE $3,000 Investment
This stage is located in the high-traffic area of the International Boulevard of Foods. Acts run non-stop on this stage during the festival.

BOULEVARD OF FOOD $3,000 Investment
When visitors are asked what they like best about IFest, the #1 answer is always "the food!" This highly visible area boasts nearly 40 food booths offering taste-tempting cuisines from all over the world. The street is packed with festival goers.

INTERNATIONAL KIDS Zone $2,000 Investment
The International Kids Zone is a highlight of the Festival. Sponsorship aligns your company with positive social interaction among family members. Free "make and takes" from all over the country are available for little festival goers. They also enjoy their own stage filled with entertainment from around the globe.

AVENUE OF NATIONS $2,000 Investment
See what it’s like to live on the other side of the globe by strolling through the Avenue of Nations. Exhibits representing France, Sweden, Canada, Czech Republic, Germany, and many others line the sidewalks of the Park. Spartanburg’s International citizens display authentic clothing, artifacts, and other interesting items from their homelands.

GLOBAL SPORTS Zone $1,000 Investment
Football, basketball, baseball...these sports are all popular in America, but what sports are played in other countries? Visitors can watch demonstrations of some International sports and learn how to play them. Learn the game of cricket, bocce ball, & more in the Global Sports Zone.

INTERNATIONAL TRADE Zone $1,000 Investment
Visitors can shop for unique gifts & an eclectic mix of arts & crafts in the festival’s International Trade Zone. Items from Russia, Ireland, India, Africa, Peru & other countries are available for purchase.

FRIENDS OF INTERNATIONAL FESTIVAL $500 Investment
The Spartanburg International Festival is brought to you by the City of Spartanburg. The City relies heavily on generous contributions by civic-minded businesses and individuals to bring the festival to Spartanburg each year. These contributions allow the festival to remain FREE to the public.

AVENUE OF NATIONS INDIVIDUAL COUNTRY SPONSOR $250 Investment
Visitors have the opportunity to see what it’s like to live on the other side of the globe by strolling thru the Avenue of Nations. Exhibits representing dozens of countries all line the sidewalks of Barnet Park. Participants display authentic clothing, artifacts, and other interesting items from their homelands. Will you help us continue the AON tradition by sponsoring one of the exhibits?
## At A Glance Benefits for International Festival

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor</th>
<th>Worldwide Showcase Stage</th>
<th>Global Review Stage</th>
<th>International Boulevard of Food</th>
<th>International Kids Zone</th>
<th>Avenue of Nations</th>
<th>Global Sports Zone</th>
<th>International Trade Zone</th>
<th>Friends of International Festival</th>
<th>Individual Country Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Festival Presented by…</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Snap Chat filter</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio Spots to feature</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition at Festival Entry</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stage Announcements</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Space at Festival</td>
<td>Negotiable</td>
<td>10X20</td>
<td>10X10</td>
<td>10X10</td>
<td>10X10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Media</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Festival Program</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Site Banner(s)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Event Signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor parking passes</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Coupons for International Boulevard of Food</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sign displayed at Booth</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Purpose: Dickens of a Christmas is a community tradition that signals the start of the Christmas season. The event is traditionally held on the Tuesday following Thanksgiving.

Attendance: Ten to twelve thousand people fill the streets of downtown Spartanburg.

Cost: The event is free. Hot Chocolate, cider and food are available for purchase. There’s also lots of great shopping in the many downtown shops and from the artisans in the Christmas Market.

Attractions: 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 and Santa Claus. 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.
ON SITE RECOGNITION

Banner placement at event.

Exhibit Space - On-site space set aside to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors.

ADVERTISING

Online Media
- Logo with hot link on festival website: (www.spartanburgdickens.com)
- Inclusion on Facebook & Instagram.
- Email blasts to approximately 1K+.

Snap Chat Filter - Sponsor Logo included in event filter.

PRINTED EVENT COLLATERAL

Posters/Flyers - Approximately 500 distributed in the Spartanburg community.

Festival Handout - Sponsor recognition in 5k+ festival guides distributed to attendees.
**DICKENS OF A CHRISTMAS SPONSORSHIP OPTIONS**

**Presenting Sponsor** $5,000 Investment
The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of visitors who attend Dickens of a Christmas. In addition, the sponsor’s name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Dickens of a Christmas," presented by (Your Name Here)."

**Carriage Ride Sponsor** $3,500 Investment
Our Carriage Ride Sponsor has an opportunity to connect with the thousands of visitors attending Dickens of a Christmas by providing carriage rides to our visitors. A banner with the Sponsors name and Logo will be displayed on our horse drawn carriages & their logo will also be included through the event advertising program.

**Christmas Spirit Sponsor** $2,000 Investment
Our Silver Patrons will be recognized for their generosity with stage announcements and through banner placement.

**Friends of Dickens** $1,000 Investment
This category is for the community-minded businesses or individuals who love the wonderful event and want to help keep it going with a generous donation. Our Friends will have their names listed in the event program.

**Media Sponsors**
Dickens needs the assistance of our local media to help publicize this fun-filled event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor.

### At A Glance Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor</th>
<th>Carriage Ride Sponsor</th>
<th>Christmas Spirit Sponsor</th>
<th>Friends of Dickens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dickens Presented by…</td>
<td>Name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Snap Chat Filter</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Space at Event</td>
<td>10X20</td>
<td>10X10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed Event Collateral</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Online Media</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
</tr>
<tr>
<td>On Site Banner(s)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carriage Ride Banners</td>
<td>Logo &amp; Name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Signage</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Program/Handout</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</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 28,000+ potential customers during 2018. 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 Mediaposts.

**PRICING AND A BREAKDOWN PER EVENT:**

**MUSIC ON MAIN**

$1,500 SPONSORSHIP

Music series held on Morgan Square every Thursday in April – July: 17 events in 2018

*Sponsorship Benefits:*

- 9,000 Wristbands
- Stage Announcements
- Exhibit Space one day each month (If desired)
- Logo on handouts, banners, signage, poster, website and social media
- Beverage Coupons

**JAZZ ON THE SQUARE**

$1,000 SPONSORSHIP

Music series held on Morgan Square on Fridays in April, May, Sept. & Oct: 14 events in 2018

*Sponsorship Benefits:*

- 3,500 Wristbands
- Stage Announcements
- Exhibit Space one day each month (If desired)
- Logo on handouts, banners, signage, poster, website and social media
- Beverage Coupons

**SPRING FLING, APRIL 27, 28,& 29**

$2,500 SPONSORSHIP

Three day street festival that attracts 75,000+ visitors to downtown

*Sponsorship Benefits:*

- 10,000 Wristbands
- Stage Announcements
- Exhibit Space (If desired)
- Logo on handouts, banners, signage, poster, website, souvenirs, and social media
- Hospitality tent w/ food and Drinks
Wristband Sponsorship Options

Pricing and a Breakdown per Event (continued)

Red, White and Boom, July 4

$1,000 Sponsorship

Independence Day celebration held at Barnet Park that attracts 5,000+ visitors

Sponsorship Benefits:
1000 Wristbands
Stage Announcements
Exhibit Space (if desired)
Logo on handouts, banners, signage, poster, website, and social media
Entry Tickets

International Festival, October 1

$1,500 Sponsorship

Held at Barnet Park to celebrate Spartanburg’s diversity attracts 12,000+ visitors

Sponsorship Benefits:
5,000 Wristbands
Stage Announcements
Exhibit Space (if desired)
Logo on handouts, banners, signage, poster, website, Freebees, and social media
Food Tickets

All Festivals and Their Benefits

$6,000 Sponsorship ($1,500 savings)

29,000+ wristbands would be used at all the events above.
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**

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

**Budweiser of Spartanburg**

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.

**WSSL 100.5**

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.

**Classic Rock 101.1**

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.
Coca Cola of Spartanburg is a principal partner with the City’s Special Events Office. In addition to a major monetary commitment as a sponsor, the company provides thousands of dollars in additional support and services.

- Advertising of events on Coke Trucks.
- Umbrellas to provide shade for event performers.
- Printing banners & signage.
- Collector bottles to give away to festival attendees.
- Provides soft drinks & water for sponsors, volunteers, & entertainment at all City events.

Mary Black provides First Aid Stations at Spring Fling & International Festival.

Provides food to volunteers & sponsors.

Provides staff and supplies for activities at Spring Fling.

Provides lodging for festival talent.

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.

Mary Black provides First Aid Stations at Spring Fling & International Festival.
Festival Fun from 2017
How to Contact Us...

We can’t wait to talk to you about the many sponsorship opportunities that await you with the City of Spartanburg. We organize six 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:

Galia Rodriguez
Festival Coordinator
864-596-2976
grodriguez@cityofspartanburg.org

Mandy Merck
Special Events & Festivals 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