



South Carolina Strawberry Festival Sponsorship Packet

May 1-2, 2026-Festival Days
April 17-25 Pre-Festival Community Events

Welcome to a Fort Mill Tradition

The South Carolina Strawberry Festival, hosted by the Town of Fort Mill, has grown into one of our region's most anticipated annual events. Since 2010, thousands gather each year at Walter Elisha Park—home of the stunning Fort Mill Amphitheater—to celebrate spring, community, and of course, strawberries.

2026 will mark our 17th year of festivities, featuring:

- Live music & entertainment
- Strawberry eating contests
- Kids' rides & activities
- Fireworks
- Local vendors, food, crafts & more

In addition to festival days, April brings beloved community events including:

- 🍓 Strawberry Pageants (Little Miss, Teen, Miss & Ms.)
- 🍓 Strawberry Festival Golf Tournament
- 🍓 Strawberry Sprint & Stroll
- 🍓 Strawberry Soirée

The festival highlights the charm of Historic Fort Mill, boosts local economy, supports small business, and brings together residents and visitors for a fun, safe, family-friendly experience.

Why Sponsor the Festival?

Sponsorship places your business directly in front of tens of thousands of attendees, with brand visibility across digital, print, onsite banners, social media, and promotional campaigns. This is more than sponsorship — it's partnership, presence, and connection with a highly engaged audience.

Please see the Sponsorship Opportunities and feel free to contact us with any questions.





SPONSORSHIP OPPORTUNITIES

Top Tier- SC Strawberry Festival Presenting Sponsor (\$25,000)

- Exclusive Sponsor of the 2026 SC Strawberry Festival on Friday-Saturday, May 1-2, 2026
 - Official Designation as “Presenting Sponsor”
- Exclusive festival event signage/promotions, including the following:
 - Business logo placed on video screen during Festival
 - Recognition during Opening Ceremony of the Festival
 - Linked Business logo prominently placed on Sponsor Page of Festival website
 - Business logo on Festival map/brochure (printed & digital)
 - Exclusive page on Festival website
 - Special refreshments for employees attending the festival at Sponsors booth/site location
- Exclusive Pre-Festival Events signage/promotions, including the following:
 - Linked Business logo placed on Festival website pages for the following:
Strawberry Pageants, Strawberry Golf Tournament, Strawberry Sprint & Stroll and Strawberry Soirée
- Premier booth/site location at the Festival
- Registration for 8 in Strawberry Festival Golf Tournament
- 4 tickets to each of the Strawberry Festival Pageants
- Prominent position of business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - SC Living Magazine
 - 1 Billboard promoting Festival by Town & Presenting Sponsor
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)

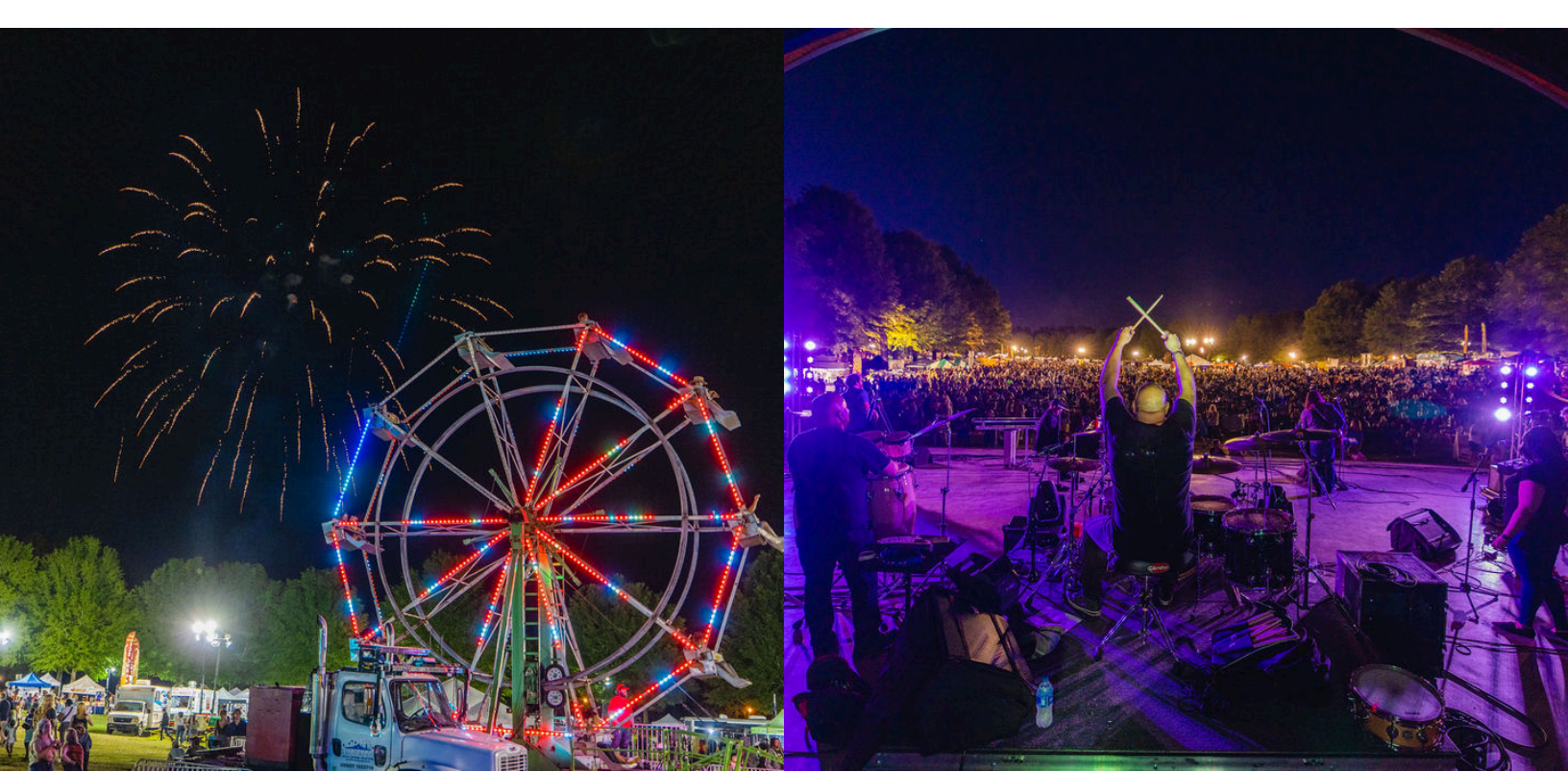




Second Tier- Blossom (\$15,000)

- Exclusive Main/Supporting Sponsor of these events:
 - Supporting Sponsor of the South Carolina Strawberry Festival
 - Main Sponsor of the South Carolina Strawberry Festival Pageants-April 17-18, 2026
 - Main Sponsor of the South Carolina Strawberry Festival Golf Tournament-Tuesday, April 21, 2026
- Exclusive Festival and event signage/promotions, including the following:
 - Prominent signage at each event-pageants, golf tournament and Festival
 - Business logo placed on video screen during Festival
 - Linked Business logo prominently placed on Sponsor Page of Festival website
 - Linked Business logo placed on specific event pages on Festival website
 - Business logo on Festival map/brochure (printed & digital)
 - Prominent booth location at the Festival (up to 3 spaces)
- Registration for 4 in the SC Strawberry Festival Golf Tournament
- 4 tickets to each of the Strawberry Festival Pageants
- Large business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)





Third Tier- Sprout (\$10,000)

- Exclusive Main sponsor of one (1) of these Events/Activities at Festival on Friday & Saturday, May 1-2, 2026:
 - Amphitheater Entertainment Stage
 - Fireworks Show
 - Carolina Pedicab (the pedicabs transport festivalgoers between the Downtown lots & Festival Grounds)
 - Bus Transportation (buses transport festivalgoers between the 2 High Schools & Festival Grounds)
 - Family Fun Zone (rides area & entertainment tent featuring eating contests & entertainment throughout both days)
- Exclusive Festival event signage/promotions, including the following:
 - Prominent Signage at specific event/activity
 - Business logo placed on video screen during Festival
 - Linked Business logo prominently placed on Sponsor Page & individual event/activity pages as applicable on Festival website
 - Business logo on Festival map/brochure (printed & digital)
- Prominent booth location at the Festival (up to 2 spaces)
- Registration for 4 in the SC Strawberry Festival Golf Tournament
- Large business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)





Fourth Tier- Patch (\$5,000)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - Business logo on Festival map/brochure (printed & digital)
- One (1) 10x10' vendor booth space
- Medium-sized logo on Festival t-shirt

Social media mentions on Strawberry Festival accounts
(Including Facebook, Instagram & X)

Fifth Tier- Sweet (\$2,500)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - One (1) 10x10' vendor booth space
 - Small-sized logo on Festival t-shirt
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Sixth Tier- Seedling (\$1,000)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - One (1) 10x10' prominent vendor booth space
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Festival Analytics



Festival Attendance

30K
(2025)



Festival Vendors

175
(2025)



Festival Volunteers

100+
(2025)

Festival Website & Social Media Analytics



Unique Visitors

74K+
(2025)



Website Sessions

118K+
(2025)



Social Media Reach

2.3M+
(2025)



Social Media Followers

41K+
(2025)





Let's Grow Together!

Custom sponsorship ideas are welcome — we love unique partnership concepts.

Contact:

Jacona Hester, Events Coordinator

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🌐 SCStrawberryFestival.com

