



# 14th Annual South Carolina Strawberry Festival Sponsorship Packet

May 6, 2023  
Festival Week April 29-May 6



# About the Festival

The South Carolina Strawberry Festival began in 2009 and is hosted by the Town of Fort Mill annually the first Saturday in May. The event is held in Walter Elisha Park, 345 N. White Street, and features the beautiful Fort Mill Amphitheater.

The South Carolina Strawberry Festival features great music, children's entertainment, strawberry ice cream and cupcake eating contests, pig races, food, vendors, rides, fireworks, strawberries and so much more!

Preceding the annual festival in the park, Festival Week features a number of community events. This year's schedule includes Little Miss, Teen, Miss and Mrs. Strawberry Pageants, the Strawberry Sprint & Stroll 5K & Jam, Strawberry Scavenger Hunt, Strawberry Soiree', Strawberry Festival Brunch and the Strawberry Festival Golf Tournament.

The South Carolina Strawberry Festival showcases our beautiful Historic Fort Mill and provides a venue where residents, friends and visitors come together in a fun, safe, and family-friendly environment. The festival seeks to encourage economic development, enhance quality of life and foster community pride and engagement.

Festival sponsorship is a great marketing opportunity for your business to position itself in front of thousands of people! Let's partner together to promote your business to a captive audience and promote our beautiful Town of Fort Mill!

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) (1 available)**

- Exclusive Sponsor of the 14th Annual SC Strawberry Festival on Saturday, May 6, 2023
  - Official Designation as “Presenting Sponsor”
- Exclusive festival event signage/promotions, including the following:
  - Business logo placed on video screen on amphitheater stage during festival
  - 2 Interviews by Emcee during the festival from amphitheater stage
  - Recognition during Opening Ceremony of the festival
  - Linked Business logo prominently placed on Home Page & Sponsor Page of festival website
  - Business logo on festival map/brochure (printed & digital)
  - Exclusive page on festival website
  - Best Seat in the House at the Headliner Concert at the festival (last band)
- Exclusive Festival Week of Events signage/promotions, including the following:
  - Business logo placed on event promotions/signage and Linked Business logo placed on website pages for the following:  
Strawberry Pageants, Strawberry Sprint & Stroll 5K & Jam, Strawberry Scavenger Hunt, Strawberry Soiree',  
Strawberry Festival Brunch and Strawberry Golf Tournament
- Premier booth location at the festival site
- Premier booth location at the golf tournament
- Vendor booth at the Strawberry Sprint & Stroll 5K & Jam
- Vendor Table at the Strawberry Festival Pageants
- 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 & Title Sponsor
  - Social media mentions on Town of Fort Mill and Strawberry Festival accounts  
(Including Facebook, Twitter and Instagram)





## Second Tier- Blossom (\$15,000) (1 available)

- Exclusive Main/Supporting Sponsor of these events:
  - Supporting Sponsor of the South Carolina Strawberry Festival
  - Main Sponsor of the South Carolina Strawberry Festival Golf Tournament-Tuesday, May 2, 2023
  - Main Sponsor of the South Carolina Strawberry Festival Pageant-April 14-15, 2023  
(in person event and Facebook streaming)
- Exclusive festival and event signage/promotions, including the following:
  - Prominent signage at each event-pageants, golf tournament and festival
  - 1 Interview by Emcee during the festival from amphitheater stage
  - Business logo placed on video screen on amphitheater stage during festival
  - Linked Business logo prominently placed on Home Page & Sponsor Page of festival website with links to sponsor website
  - Linked Business logo placed on specific event pages on festival website
  - Business logo on festival map
  - Prominent booth location at the golf tournament (1 space) and festival (up to 3 spaces)
  - Vendor table at the pageants
- 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 Town of Fort Mill and Strawberry Festival accounts  
(Including Facebook, Twitter and Instagram)







### **Third Tier- Sprout (\$10,000) (4 available)**

- Exclusive Main sponsor of one (1) of these Events/Activities at festival on Saturday, May 6, 2023:
  - Amphitheater Entertainment Stage
  - Fireworks Show
  - Car Show
  - Family Fun Zone (rides area & entertainment tent featuring eating contests & entertainment throughout the day)
- Exclusive festival event signage/promotions, including the following:
  - Prominent Signage at specific event/activity
  - Business logo placed on video screen on amphitheater stage during festival
  - Linked Business logo prominently placed on Home Page, Sponsor Page & individual event/activity pages as applicable on festival website
  - Business logo on festival map
- Up to Two (2) festival event 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 Town of Fort Mill and Strawberry Festival accounts (Including Facebook, Twitter and Instagram)







#### **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
  - One (1) 10x10 prominent vendor booth space
  - Medium-sized logo on festival t-shirt
  - Social media mentions on Town of Fort Mill and Strawberry Festival accounts (Including Facebook, Twitter and Instagram)
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#### **Fifth Tier- Sweet (\$2,500)**

- Exclusive festival event signage/promotions, including the following:
    - Linked Business logo on Sponsor Page of festival website
    - Business logo on festival map
  - One (1) 10x10 prominent vendor booth space
  - Small 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
    - Business logo on festival map
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#### **Seventh Tier-Strawberry Festival Friends (\$500)**

- Linked Business logo or Individual Name on Sponsor Page of festival website
  - Business Logo or Individual Name listed on a special sign at the festival
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# Festival Analytics



**Festival Attendance**

20K  
(2022)



**Festival Vendors**

188  
(2022)



**Festival Volunteers**

50+  
(2022)

## Festival Website & Social Media Analytics



**Website Visitors**

67.8K  
(2022)



**Website Sessions**

107.5 K  
(2022)



**Social Media Reach**

361 K  
(2022)



**Social Media New Followers**

3K  
(2022)







Festival Sponsorships can be customized. For all sponsorship inquiries, contact:  
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