



15th Annual South Carolina Strawberry Festival Sponsorship Packet

May 4, 2024-Festival
April 12-30-Events Leading Up To Festival

About the Festival

The South Carolina Strawberry Festival began in 2010 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. In 2024, we will celebrate the 15th Annual South Carolina Strawberry Festival!

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

Leading up to the festival in the park, a number of community events are featured. This year's schedule includes Little Miss, Teen, Miss and Ms. Strawberry Pageants, Strawberry Soirée, Strawberry Sprint & Stroll 5K & Jam, Strawberry Scavenger Hunt, 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 15th Annual SC Strawberry Festival on Saturday, May 4, 2024
 - 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 Tent Area located near Amphitheater Stage featuring refreshments & seating
- 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 Soirée, Strawberry Sprint & Stroll 5K & Jam, Strawberry Scavenger Hunt, 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, Instagram & X)



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, April 30, 2024
 - Main Sponsor of the South Carolina Strawberry Festival Pageant-April 12-13, 2024
- 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/brochure (printed & digital)
 - 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, Instagram & X)





Third Tier- Sprout (\$10,000) (5 available)

- Exclusive Main sponsor of one (1) of these Events/Activities at festival on Saturday, May 4, 2024:
 - Amphitheater Entertainment Stage
 - Fireworks Show
 - Car Show
 - Special Event Attraction (TBD)
 - 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/brochure (printed & digital)
- 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, 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 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, Instagram & X)
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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/brochure (printed & digital)
 - 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/brochure (printed & digital)
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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

30K
(2023)



Festival Vendors

192
(2023)



Festival Volunteers

50+
(2023)

Festival Website & Social Media Analytics



Unique Visitors

90K+
(2023)



Website Sessions

134K+
(2023)



Social Media Reach

800K+
(2023)



Social Media New Followers

3K+
(2023)





Festival Sponsorships can be customized. For all sponsorship inquiries, contact:
Jacona Hester, Events Coordinator



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