

Sponsorship Packet



Promote your business.

Give back to the community

July 8 & 9, 2011
Greenwood, South Carolina



Unlike many Main Street squares and business districts in towns and cities across America, Uptown Greenwood has undergone many changes over the past 20 years and today flourishes with new development. Many years of sweat, tears and laughter by some really great people have helped to make the Uptown area a focal point of the Greenwood Community. To them we say, "Thank you". Because of these efforts, we have an Uptown area for which we can all be proud.

To help embrace the future and preserve the past, Uptown Greenwood Development Corporation helps to promote economic growth in the Uptown area. We help to coordinate the interest of Uptown with other agencies and organizations for the benefit of Uptown and the community at large. Our organization sponsors, coordinates and promotes events and activities in order to maintain the previously established Uptown position as a focal point of the Greenwood community.

Today you can help maintain that tradition of success by choosing to partner with our organization. In the pages that follow, you will find an opportunity to acknowledge your support of the community by sponsoring an event that all the citizens of Greenwood can enjoy.

A handwritten signature in cursive script that reads "Anajie Jones". The signature is written in black ink and is positioned above the printed name and title.

***Manager
Uptown Greenwood Development Corporation***

The South Carolina Festival of Discovery is the premier event of the year sponsored by the Uptown Greenwood Development Corporation. Started in 2000, the Festival of Discovery has become the most highly anticipated event in the region in just nine short years. The Festival celebrates the history, culture, food, arts, crafts, music, and people that make South Carolina and Greenwood County such an incredible place to live! The 2011 Festival offers fun for the entire family and will be held on Friday, July 8th and Saturday July 9th.

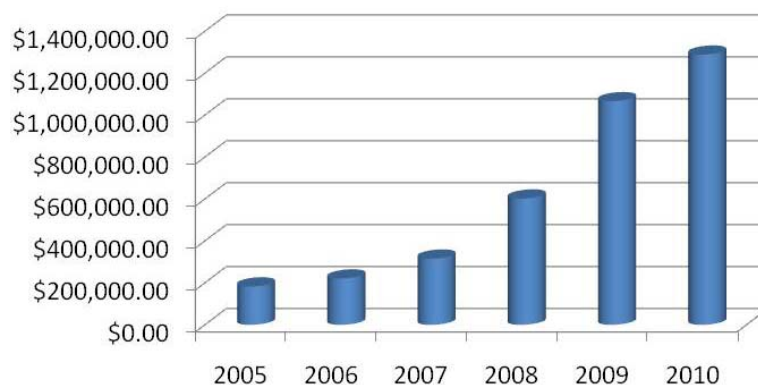
The Festival of Discovery's "Blues Cruise" celebrates the unique musical sound of the Blues with numerous musical artists performing at Uptown Greenwood restaurants and venues, while the Kansas City Barbeque Society (KCBS) BBQ & Hash Cook-Off focuses on the rich tradition of Carolina Barbeque.

2010 proved to be the biggest year yet for the Festival of Discovery as 102 certified judges and 85 teams participated in the KCBS Barbeque Competition. We also expanded the "Blues Cruise" to include two new venues. Festival participants and attendees, including barbeque teams, judges, and other vendors, traveled to Greenwood from 210 zip codes and 14 states (including Washington, New York, D.C., Arizona, Oklahoma, and Louisiana).

The South Carolina Festival of Discovery continues to be a crowd pleaser. The event has been named a Top 20 Event in the Southeast by Southeast Tourism Society and has received the Bundy Award from South Carolina Parks, Recreation, and Tourism. The festival was also featured in an episode of Food Network "Challenge" that aired in January of 2010.

With an estimated attendance of 25,000 people, the economic impact on Greenwood is significant. Blues musicians and blues fans, BBQ teams and judges, and other festival attendees not wanting to miss any of the action often choose to stay in Greenwood's hotels and patronize local restaurants and retail establishments. The 2010 Festival of Discovery generated over \$1,000,000 in revenue to the local economy of Greenwood. This is an increase of over 20% from 2009!

Economic Impact of Festival Upon The Community



The Festival of Discovery is marketed extensively locally and throughout South Carolina, North Carolina, Georgia, and Florida. Website and radio advertising, newspaper and other print media, direct mail and electronic media are all utilized in promoting this event. Additionally, over 10,000 color brochures are distributed by the Welcome Centers around South Carolina.

2011 Sponsorship Benefits

Partner Sponsor: \$5,000+

Title Exposure

- ❖ Exclusive designation as Title Sponsor of the event
- ❖ Name & logo incorporated into the event

Broadcast Exposure

- ❖ Corporate name used in television & radio promotion
- ❖ Announcement of corporate name during event

On-Site Exposure*

- ❖ Priority placement of two 3'x5' banners at event
- ❖ Sponsor presence through tent placement at event

Supporter:

\$2,500

Broadcast Exposure

- ❖ Corporate name included in all promotions
- ❖ Announcement of corporate name twice at the event

On-Site Exposure*

- ❖ Sponsor presence through tent placement at event
- ❖ Banner placement on tent

Print & Logo Exposure

- ❖ Name & logo placement in all advertising
- ❖ Name & logo placement in all printed event material
- ❖ Sponsor listing on the Uptown Greenwood website

Patron: \$500+

Broadcast Exposure

- ❖ Announcement of corporate name once during the event

On-Site Exposure

- ❖ Opportunity to distribute samples, coupons, promotional items during the event

Print Exposure

- ❖ Name placement in all advertising
- ❖ Name placement in all printed event material
- ❖ Sponsor listing on the Uptown Greenwood website.

Any Patron sponsor wanting to distribute from a booth can pay an additional \$500.00. Booth placement and size must be agreed upon by the Uptown*

Friend: \$250+

Print Exposure

- ❖ Name placement in all printed event material
- ❖ Sponsor listing on the Uptown Greenwood website

Pal: \$100+

Print Exposure

- ❖ Sponsor listing on the Uptown Greenwood website

2011 Sponsorship Commitment



Organization: _____

Street Address: _____

City, State & Zip Code: _____

Contact Name & Telephone Number: _____

E-Mail Address: _____

Please indicate the level of sponsorship that the organization would like to commit for the Festival of Discovery by circling the corresponding amount for the event.

Partner

Supporter

Patron

Friend

Pal

Total Sponsorship Commitment: _____

On Site Presence Requested? _____

Please remit to:
SC Festival of Discovery
PO Box 202
Greenwood, SC 29648
uptown@cityofgreenwoodsc.com
(864) 942-8448