

2007
Sponsorship Opportunities
and
Event Descriptions





2007 Sponsorship Opportunities

Unlike many Mainstreet 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, the 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 many opportunities to acknowledge your support of the community by sponsoring events that all the citizens of Greenwood can enjoy.

***Angie Jones, 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, in just six short years the Festival of Discovery has become the most highly anticipated event in Greenwood. 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 2007 Festival offers fun for the entire family and will be held on Friday, July 13th and Saturday July 14th.

The festival focuses on the rich tradition of Carolina Barbeque with a Kansas City Barbeque Society (KCBS) BBQ & Hash Cook-Off . In 2006 we had 42 professional cook teams from Greenwood County, as well as throughout the South, to compete for \$10,000 in prize money and a South Carolina State Championship award. The 2006 Grand Champion, Jack's Old South, has also been named national champion seven times. Another highlight of the festival is the "Blues Cruise", a free showcase of world class blues musicians proudly hosted by Uptown Greenwood's fine restaurants.

With an estimated attendance of 10,000 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 2006 Festival of Discovery generated over \$220,000 in revenue to the local economy of Greenwood.

The Festival of Discovery is marketed extensively both locally and throughout South Carolina, North Carolina, Georgia, and Florida. Television 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.



Live after Five

The Live After Five concert series is an evening event held twice a month on a Thursday evening and several Saturdays through out the year. The events are held in Uptown Greenwood beginning at 5:30pm. The Live After Five concert series features live music performances ranging from bluegrass, blues, contemporary, and beach music by both local and regional artists. Hack Bartley & Shuffle, Shrimp City Slim, Brass Tyme, Southern Kross and Tokyo Joe were featured performers of the 2006 concert series.

Live After Five concerts attract approximately 250 to 500 people, weather permitting, into Uptown Greenwood. Many concert goers choose to stay in Uptown Greenwood and visit one of the Uptown Greenwood's fine restaurants to make this an all evening outing. The concert series, in addition to the great venues of music, also ties in other events such as Taste of Uptown, which is a showcase of Uptown restaurants, the Festival of Discovery and other City events.

The *dates for the 2007 Live After Five concert series are as follows:

April 5 and 19, 2007

May 3 and 17, 2007

June 7 and 21, 2007

July 5, 12, and 19, 2007

August 2 and 16, 2007

September 6 and 20, 2007

October 4, 2007

Saturday Dates:

May 19, 2007

June 16, 2007

August 18, 2007

This event is marketed through local radio and television advertising, newspaper and direct mail advertising, electronic media, and distribution of high quality posters and flyers throughout the Greenwood area. *Concert dates are subject to change due to band cancellations, availability, schedule conflicts or weather.





The Uptown Greenwood Pro-Cycling Challenge is a premier cycling event that is part of the South Carolina Heritage Cycling Series held in May. Uptown Greenwood will host this one day USA Cycling sanctioned event on Thursday, May 3rd, attracting over 150 world-class cycling professionals to compete in a 50 mile race with a total prize purse of \$10,000. As this event is scheduled immediately after the Tour de Georgia cycling event, it capitalizes on the momentum built by the race and continues to build upon it, drawing cycling fans from outside the area into Greenwood to watch the world class competition cycling.

The Uptown Pro-Cycling Challenge is a criterion racing event. This criterion race combines the excitement of high speed cycling with the appeal of Uptown Greenwood’s small town charm and evening concert series. The race is run on short laps through the Uptown Greenwood area offering spectators the opportunity to watch Olympians, world and national champions up close as they ride at top speeds for up to two hours.

This event is in its fourth year and continues to grow larger every year. In 2006 the event attracted 2,500 spectators to the Uptown Greenwood area. In addition to the criterion race, a Children’s Bike Safety event is held before the race, and a Live After Five concert is held after the race providing activities and entertainment for people of all ages.

Marketing exposure for this event is featured in national and regional cycling publications, local newspapers, television and radio advertising.



2007 Sponsorship Benefits

Partner Sponsor:

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 at and during event

On-Site Exposure*

Priority placement of two 3'x5' banners at event

Sponsor presence through tent placement at event

Print & Logo Exposure

Name & logo placement in all advertising

Name & logo placement in all printed event material

Sponsor listing on the Uptown Greenwood website

Supporter:

Broadcast Exposure

Corporate name included in all radio and television 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:

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 Manager.*

Friend:

Print Exposure

Name placement in all printed event material

Sponsor listing on the Uptown Greenwood website

Pal:

Print Exposure

Sponsor listing on the Uptown Greenwood website

**Sponsor is responsible for providing tent and banners*

2007 Sponsorship Commitment

	Partner	Supporter	Patron	Friend	Pal
Festival of Discovery	\$5000	\$2500	\$500+	\$250+	\$100+
Pro-Cycling Challenge	\$5000	\$2500	\$500+	\$250+	\$100+
Live After Five					
Individual Concert	\$1000	\$750	\$500+	\$250+	\$100+
Concert Series	\$10,000*	\$5000	\$2500	\$250+	\$100+

*Will allow a maximum of 2 co-sponsors for a Partner Sponsorship of the concert series.

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

Organization: _____

Street Address: _____

City, State & Zip Code: _____

Contact Name & Telephone Number: _____

Total Sponsorship Commitment: _____

Donations of any amount are greatly appreciated.

We need your Sponsorship Commitment by March 1, 2007. The actual money will not be due until 30 days before the event.

Please remit to:

Uptown Greenwood Development Corporation

P.O. Box 202

Greenwood, SC 29648

uptown@cityofgreenwoodsc.com

864-942-8448