



**May 3rd & 4<sup>th</sup> 2024**

**SPONSORSHIP PROSPECTUS**  
**Festival Organizing Partners**





## **Be Part of Beaufort Tradition!**

For more than a few decades, the community has gathered each Spring in the Waterfront Park for The Taste of Beaufort Festival. The annual event celebrates Beaufort's best dining options with amazing menu concoctions, music, arts, and culture that make the Lowcountry special. The traditional festival format will feature live music, a crafts market, sponsor booths, beer and wine vendors, family activities, and, of course, plenty of delicious food dishes to cater to all tastes. Total attendance for this free, two-day event routinely tops 10,000 people. Organizers expect a record crowd with locals and visitors eager for a festival experience. 2024 is the year to be part of The Taste of Beaufort.

## **Festival Promotion**

### **Social Media**

Promotion via social media platforms from all festival organizing partners has a combined reach of more than 200,000 profiles.

### **Email**

Promotion via emails and e-newsletters from all festival organizing partners has a combined reach of more than 20,000 individuals.

### **Advertising**

Paid promotion for the Beaufort Shrimp Festival will include radio and billboard advertising in drive-radius markets.

### **Media**

The festival is routinely covered before and after the event in local press including the Island Packet and Island News.

### **On Site**

Signage and banners recognizing sponsors will be at the ticket sales booth, at the pavilion and at other park locations.



## ***FESTIVAL SPONSORSHIP OVERVIEW***

### ***Why should my business sponsor?***

Sponsoring The Taste of Beaufort Festival is a great way to build brand awareness for your businesses with prospective customers and employees. Demonstrate your company's commitment to the community by supporting one of Beaufort's best-loved events.

### ***How will sponsorship support the community?***

All proceeds from The Taste of Beaufort festival will be reinvested in the community through the Beaufort Pride of Place fund. The Pride of Place fund is used invest in parks, recreation facilities and other local quality of life efforts.

### ***Why is sponsorship important?***

The Taste of Beaufort Festival would not be possible without sponsorship support. While it is free for community members and visitors to attend, there are significant upfront costs or organize the festival.

### ***What are the benefits of sponsorship?***

Sponsorship will get your company's name in front of a captive audience of thousands of people at the event and will reach tens of thousands through promotion and media coverage. Sponsors also enjoy priority seating access to entertain customers or employees at the event. See sponsorship package listings for specific brand exposure and event access details.

### ***Who is organizing the event?***

The 2024 Taste of Beaufort Festival is being organized by the City of Beaufort with the support of all City Staff.



**Henry C. Chambers Waterfront Park, Downtown Beaufort  
Friday, May 3, 2024, 5pm -10pm & Saturday May 4, 2024, 11am-4pm**

**SPONSOR LEVELS**

**PRESENTING SPONSOR \$10,000**

- Exclusive sponsor opportunity
- Logo on all event advertising
- Exclusive banner hung in a prominent location
- Opportunity to welcome attendees from the stage on Friday and Saturday
- Recognition by emcee throughout the festival
- Top choice booth location to market your business
- Business logo, including weblink, on the festival webpage
- Recognition in multiple social media posts from Festival account and from each organizing partner
- Reserved table for 8 in VIP area
- 300 F&B Tickets
- 2 parking passes for Friday & Saturday

**ENTERTAINMENT SPONSOR \$4,500**

- Logo on all entertainment marketing
- Exclusive banner hung in a prominent location
- Recognition by emcee throughout the festival
- Top choice booth location to market your business
- Business logo, including weblink, on the festival webpage
- Recognition in multiple social media posts from Festival account and from each organizing partner
- Reserved table for 8 in VIP area
- 200 F&B Tickets
- 2 parking passes for Friday & Saturday

**JUMBO SPONSOR \$1,500**

- Logo featured on banner hung in a prominent location
- Recognition by emcee at least twice during the festival
- Exhibit booth to market your business (Friday & Saturday)
- Business logo, including weblink, on the festival webpage
- Recognition in multiple social media posts from Festival account
- 6 passes to VIP seating area
- 150 F&B Tickets
- 1 parking pass for Friday & Saturday

**BRONZE SPONSOR \$1000**

- Logo featured on banner hung in a prominent location
- Recognition by emcee at least twice during the festival
- Exhibit booth to market your business (Saturday)
- Business logo, including weblink, on the festival webpage
- Recognition in multiple social media posts from Festival account
- 4 passes to VIP seating area
- 100 F&B Tickets
- 1 parking pass for Saturday

**FRIEND SPONSOR \$500**

- Logo featured on banner hung in a prominent location
- Business logo, including weblink, on the festival webpage
- Recognition in social media post from Festival account
- 2 passes to VIP area with 50 food & beverage tickets



**A TASTE OF BEAUFORT**  
***Sponsor/Partner Information (please print or type)***

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Physical address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

Office \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website link \_\_\_\_\_

Level of sponsorship/Partnership \_\_\_\_\_ Amount \_\_\_\_\_

If your level of sponsorship provides for it, would you like booth space? \_\_\_\_ Yes \_\_\_\_ No

Electricity Needed? \_\_\_\_ Yes \_\_\_\_ No

*Please make all checks payable to City of Beaufort  
Credit Card Payments are accepted and fees are applied.*

We are available to answer any questions/concerns you might have.

Sponsor/Partner Signature \_\_\_\_\_ Date \_\_\_\_\_

***Please return to:***

City of Beaufort Downtown Operations & Community Services  
500 Carteret Street, Suite B2  
Beaufort, SC 29902  
Attn: Ashley Brandon  
Cell Phone: 843-592-1076  
[abrandon@cityofbeaufort.org](mailto:abrandon@cityofbeaufort.org)

*Your time and support are greatly appreciated!*