



A Taste of
BEAUFORT
CULTURE • MUSIC • FOOD

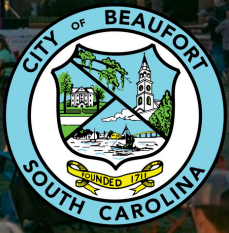


May 2-3 2025

A TASTE OF BEAUFORT



Partnership INVITATION





Each spring, for more than a few decades, the Waterfront Park has come alive with the irresistible flavors, sights, and sounds of the Taste of Beaufort Festival! This annual celebration is a feast for the senses, showcasing the very best of Beaufort’s dining, music, arts, and the unmistakable charm of the Lowcountry.

Get ready for a weekend packed with live music to keep your toes tapping, a vibrant crafts market to spark your creativity, sponsor booths full of surprises, refreshing beer and wine vendors, fun family activities, and—of course—mouthwatering dishes sure to delight every palate. Whether you're a foodie or just love a good time, there's something for everyone at this two-day extravaganza

Drawing over 5,000 festivalgoers each year, this free event is a can't-miss experience. And with 2025 shaping up to bring record crowds of locals and visitors alike, there's no better time to join the fun. Mark your calendar, grab your friends, and come hungry—The Taste of Beaufort is waiting for you!



FESTIVAL SPONSORSHIP OVERVIEW

Why should my business sponsor?

Sponsoring the Taste of Beaufort 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 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 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 and exclusive access to a VIP beer and wine bar, perfect for entertaining customers or employees. See sponsorship package listings for specific brand exposure and event access details.

Who is organizing the event?

The 2025 Taste of Beaufort is organized by the City 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.

Website

During the weeks leading up to the event, atasteofbeaufort.com is expected to generate more than 7,500 unique visitors

Advertising

Paid promotion for the A Taste of Beaufort 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.



PARTNERSHIP LEVELS

Presenting Partner- \$10,000

Exposure

- Exclusive sponsor opportunity
- Logo on all event advertising
- 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
- Opportunity to welcome attendees from the stage on Friday and Saturday
- Recognition in multiple social media posts from Festival account and from each organizing partner

Access at each festival

- Reserved table for 8 in VIP area
- 300 F&B Tickets
- 2 parking passes for Friday & Saturday

Entertainment Partner- \$4,500

Exposure

- 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

Access at each festival

- Reserved table for 8 in VIP area
- 250 F&B Tickets
- 2 parking passes for Friday & Saturday





PARTNERSHIP LEVELS

Jumbo Partner - \$1,500

Exposure

- 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

Access at each festival

- 6 Passes to VIP seating area
- 150 F&B Tickets
- 1 parking passes for Friday & Saturday

Bronze Partner - \$1,000

Exposure

- 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

Access at each festival

- 4 passes to VIP seating area
- 100 F&B Tickets
- 1 parking pass for Saturday

Friend of the Festival - \$500

Exposure

- 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

Access at each festival

- 2 passes to VIP seating area
- 50 F&B Tickets



SPONSORSHIP AT-A -GLANCE

| | Presenting Sponsor | Entertainment Sponsor | Jumbo Shrimp Sponsor | Shrimp Fest Sponsor | Friend of the Festival |
|--------------------------|---------------------------|---------------------------|-----------------------|-----------------------|------------------------|
| | Exposure | | | | |
| Exclusive Opportunity | Exclusive | | | | |
| Website Recognition | Large Logo | Large Logo | Small Logo | Small Logo | Name Only |
| On Site Banners | Exclusive | Banner at stage | Large Logo | Small Logo | Name Only |
| On Stage Recognition | Opportunity to Speak | Emcee mention | 2 Emcee Mentions | Emcee Mention | |
| Social Media Recognition | From All Organizers | From All Organizers | From Festival Account | From Festival Account | From Festival Account |
| Exhibit Booth | Top Choice Booth Location | Top Choice Booth Location | Must provide own tent | Must provide own tent | |
| | Access | | | | |
| VIP Seating | Reserved Table - 8 | Reserved Table - 8 | 6 passes | 4 passes | 2 passes |
| F&B Tickets | 300 | 200 | 150 | 100 | 50 |
| Parking Pass (Fri) | 2 | 2 | 1 | | |
| Parking Pass (Sat) | 2 | 2 | 1 | 1 | |





2025 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

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: Sarah Sutton

Cell Phone: 843-379-7063

ssutton@cityofbeaufort.org

Your time and support are greatly appreciated!