



TASTE OF BEAUFORT

Weaving Flavors. Traditions. Stories

Sponsorship INVITATION

May 1 & 2, 2026

Henry C. Chambers Waterfront Park





BE PART OF THE TRADITION

For decades, Waterfront Park has transformed each spring into the ultimate celebration of flavor, culture, and community at the Taste of Beaufort Festival. This beloved annual event captures everything that makes the Lowcountry special—incredible food, live entertainment, local artistry, and that distinctive Beaufort vibe.

Spend your weekend enjoying live music, browsing a curated artisan marketplace, visiting our sponsor booths, sipping craft beer and wine, exploring family-friendly activities, and sampling show-stopping dishes from the area's top culinary talent. Whether you're a dedicated foodie or just here for a good time, this two-day celebration has you covered.

With 6,000+ attendees annually, this free festival has become a beloved Beaufort event. As 2026 promises to draw even bigger crowds of locals and visitors, now's the perfect time to experience it for yourself. Save the date, rally your crew, and come ready to eat—the Taste of Beaufort is calling your name.



FESTIVAL SPONSORSHIP OVERVIEW

Why sponsor the Taste of Beaufort?

Sponsoring the Taste of Beaufort puts your business in front of thousands of engaged attendees while showing your commitment to the community. It's an opportunity to build brand recognition, connect with potential customers and talent, and align your company with one of Beaufort's most anticipated annual events.

How does sponsorship support the community?

Every dollar generated by the Taste of Beaufort goes directly back into Beaufort's Community Events.

Why is sponsorship essential?

The Taste of Beaufort relies on sponsorship support. To keep admission free to the public and produce a festival of this scale requires significant upfront investment—from stage setups and permits to logistics and marketing.

What do sponsors receive?

Your sponsorship delivers visibility to thousands of festival-goers and reaches thousands more through promotional campaigns and media coverage. Sponsors also receive exclusive access to our VIP tent with a dedicated beer and wine bar—ideal for hosting clients or rewarding your team. Refer to our sponsorship packages for complete details on brand exposure and event benefits.

Who's hosts the event?

The 2026 Taste of Beaufort is organized by the City of Beaufort.





FESTIVAL PROMOTION

Social Media

Promotion via social media platforms (including video content) 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 10,00 unique visitors.

Radio and Podcast Advertising

Radio and Podcast promotion for A Taste of Beaufort will reach listeners across multiple stations in drive-radius markets, with sponsor recognition in select spots.

Media Coverage

The festival is covered before and after the event in local press including the Island Packet, Island News, and other regional media outlets.

On-Site Presence

Signage and banners recognizing sponsors will be displayed throughout the festival.

Video Content

Festival highlight videos and promotional clips shared across social media platforms generate thousands of additional impressions and engagement, with sponsor logos and/or interviews featured in select video content.

SPONSORSHIP LEVELS

PRESENTING SPONSOR – \$12,000 (*Only one available*)

Marketing & Visibility:

- Logo prominently featured on ALL marketing materials
- Recognition in all video, podcast, and radio advertisements with ability to have representative speak
- All social media stating "A Taste of Beaufort Presented by..."
- Dedicated social media posts (5+)
- Logo prominently placed on staff and volunteer t-shirts
- Exclusive Presenting Sponsor banner in prime location
- Logo with link on festival website with company write-up
- Recognition in all press releases
- Exclusive post-event thank you social media feature (2+ within 45 days)

Event Benefits:

- Recognition as the Presenting Sponsor by emcee
- 3–5 minute speaking opportunity on stage
- Prime booth location
- 12 VIP Tent entries
- 500 food & beverage tickets
- 4 parking passes per day

PLATINUM SPONSOR – \$6,000 (*2 available*)

Marketing & Visibility:

- Logo on all advertising materials
- Dedicated social media posts (3+)
- Logo placed on staff and volunteer t-shirts
- Exclusive sponsor banner in prominent location
- Logo with link on festival website

Event Benefits:

- Recognition as a Platinum Sponsor by emcee
- Priority booth location
- 10 VIP entries
- 350 food & beverage tickets
- 3 parking passes per day

SPONSORSHIP LEVELS

GOLD SPONSOR – \$3,000 (4 available)

Marketing & Visibility:

- Logo on select advertising materials
- Dedicated social media posts (2+)
- Medium logo placed on staff and volunteer t-shirts
- Sponsor banner displayed at festival
- Logo with link on festival website

Event Benefits:

- Recognition as a Gold Sponsor by emcee
- Booth space
- 8 VIP entries
- 300 food & beverage tickets
- 2 parking passes per day

SILVER SPONSOR – \$1,500

Marketing & Visibility:

- Logo on festival banner
- Small logo placed on staff and volunteer t-shirts
- Social media recognition (2+ posts)
- Logo with link on festival website

Event Benefits:

- Recognition as a Silver Sponsor by emcee
- Booth space
- 6 VIP entries
- 150 food & beverage tickets
- 1 parking pass per day



SPONSORSHIP LEVELS

BRONZE SPONSOR – \$1,000

Marketing & Visibility:

- Company name on festival signage
- Company name placed on staff and volunteer t-shirts
- Social media recognition (1+ post)
- Company name with link on festival website

Event Benefits:

- Recognition as a Bronze Sponsor by emcee
- Booth space (Saturday only)
- 4 VIP entries
- 100 food & beverage tickets
- 1 parking pass (Saturday only)

FRIEND OF THE FESTIVAL – \$500

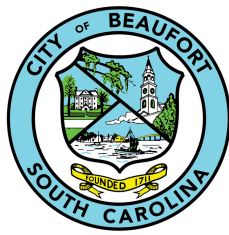
Marketing & Visibility:

- Company name on festival signage
- Company name with link on festival website
- Social media recognition (1+ shared post)

Event Benefits:

- 2 VIP entries
- 50 food & beverage tickets





2026 A Taste of Beaufort

Sponsorship Agreement (please print or type)

Business/Organization Name: _____

Contact Name: _____

Physical address: _____

City, State, Zip Code: _____

Billing Address (if different): _____

Office: _____

Cell: _____

Email: _____

Website link: _____

Sponsorship Level & Amount: _____

If your sponsorship provides for it, would you like booth space? Yes or No

Do you require electricity? (electricity is limited to 110v) Yes or No

Please make all checks payable to City of Beaufort or contact us to pay via credit card

Please email high resolution logos to jpointer@cityofbeaufort.org

Sponsor Signature _____ Date _____

Please return to:

City of Beaufort Downtown Operations & Community Services

500 Carteret St, Ste B2, Beaufort, SC 29902

Attn: Jennifer Pointer

Cell Phone: 843-929-7791

jpointer@cityofbeaufort.org

Thank you for your support of A Taste of Beaufort