



May 5 - 6, 2023

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. 2023 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 Taste of Beaufort 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 to 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 2023 Taste of Beaufort Festival is being organized by the City of Beaufort, with support from the Beaufort Regional Chamber, the Beaufort-Port Royal Convention and Visitors Bureau.



Henry C. Chambers Waterfront Park, Downtown Beaufort
Friday, May 5, 2023, 5pm -10pm & Saturday May 6, 2023, 11am-4pm

SPONSOR LEVELS

PLATINUM SPONSOR \$10,000

- Sponsor **EXCLUSIVITY** of your business type
- Business name/logo in prominent position on event banners, posters, controlled advertising, volunteer and 5K Shirts
- Company banner hung prominently on stage Provided by you (5' width x 3' length)
- Verbal recognition by emcee throughout the festival
- 10'x10' booth space to showcase your business and products Friday and Saturday
- Social media exposure through the city of Beaufort's outlets
- Your logo including a link to your website on Festival Facebook
- Promo Video-1 minute filmed by SK Designs (\$1,500 Value)
- 8 passes to VIP area, 300 food & beverage tickets and 2 parking passes Friday and Saturday

GOLD SPONSOR \$4,500

- Business name/logo on event banners, posters, volunteer and 5K Shirts
- Company banner displayed Provided by you (5' width x 3' length)
- Your company will be recognized by emcee throughout the festival
- 10'x10' booth space to showcase your business and products Friday and Saturday
- Your logo including a link to your website on Festival Facebook
- Promo Video-1 minute filmed by SK Designs (\$1,500 Value)
- 8 passes to VIP area, 200 food & beverage tickets and 2 parking passes Friday and Saturday

SILVER SPONSOR \$1,500

- Business name/logo on event banners, posters, controlled advertising, volunteer and 5K Shirts
- Company banner displayed Provided by you (3' width x 3' length)
- Your company will be recognized by emcee throughout the festival
- 10'x10' booth space to showcase your business and products Saturday only
- Your logo including a link to your website on Festival Facebook
- 6 passes to VIP area, 150 food & beverage tickets and 1 parking pass Friday & Saturday

BRONZE SPONSOR \$1000

- Business name/logo on event banner, volunteer shirts and 5K shirt
- Your company will be recognized by emcee throughout the festival
- Your logo including a link to your website on Festival Facebook
- 4 passes to VIP area, 100 food & beverage tickets

PATRON SPONSOR \$500

- Business name/logo on event banner and volunteer shirts
- Your company will be recognized by emcee throughout the festival
- Your logo including a link to your website on Festival Facebook
- 2 passes to VIP area, 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

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: Linda Roper

Cell Phone: 843-525-7084

lroper@cityofbeaufort.org

Your time and support are greatly appreciated!