

CAROLINA SOUL FESTIVAL

2016 SPONSORSHIP OPPORTUNITIES

LEVEL 1 (5 available) \$500

- Co-branding opportunity: stage signage
- Co-branding Welcome banner at 2 entrance/exit gates
- Access to Carolina Soul Fest mailing list
- Prominent acknowledgment in the vigorous media campaign for the event, including press releases, print, radio, and internet advertising.
- Recognition by event MC throughout the festival.
- Recognition in email marketing campaigns.
- Recognition in 5 social media posts.
- Name/logo on volunteer t-shirts.
- Name/ logo on stage banner.
- Name/logo on event poster.
- Recognition on festival website homepage/sponsor page with website link
- A standard 10' x 10' exhibitor space
- 4 complimentary admission tickets
- 4 commemorative posters
- 4 complimentary festival t-shirts

LEVEL 2 (5 available) \$400

- Access to Carolina Soul Fest mailing list
- Prominent acknowledgment in the vigorous media campaign for the event, including press releases, print, radio, and internet advertising.
- Recognition by event MC throughout the festival.
- Recognition in email marketing campaigns.
- Recognition in 4 social media posts.
- Name/logo on volunteer t-shirts.
- Name/logo on stage banner.
- Name/logo on event poster.
- Recognition on festival website homepage/sponsor page with website link
- A standard 10' x 10' exhibitor space
- 3 complimentary admission tickets
- 3 commemorative posters

- 3 complimentary festival t-shirts

LEVEL 3 (5 available) \$300

- Recognition by event MC throughout the festival.
- Recognition in email marketing campaigns.
- Recognition in 3 social media posts.
- Name/logo on volunteer t-shirts.
- Name/logo on stage banner.
- Name/logo on event poster.
- Recognition on festival sponsor page with website link
- A standard 10' x 10' exhibitor space
- 2 complimentary admission tickets
- 2 commemorative posters
- 2 complimentary festival t-shirts

LEVEL 4 (15 available) \$200

- Name/logo on volunteer t-shirts.
- Name/logo on stage banner.
- Name/logo on event poster.
- Recognition on festival sponsor page with website link
- A standard 10' x 10' exhibitor space
- 1 complimentary admission tickets
- 1 commemorative posters
- 1 complimentary festival t-shirts

All la carte Sponsorship Opportunities:

- Award for Commemorative Artists - \$350 (1 available)
- Live Music Performance - \$250 (4 available)
- Digital Festival Experience Booth - \$250 (1 available)
- Co-branding Festival Tote Bags - \$75 (10 available)
- Printing and Advertising Sponsors - \$75 (5 available)
- Friends of Carolina Soul Festival - \$50 (unlimited)



2016 SPONSORSHIP OPPORTUNITIES AT A GLANCE

	Level 1	Level 2	Level 3	Level 4
Cost	\$500	\$400	\$300	\$200
Co-branding opportunity	stage signage			
Welcome Banner at entry gates (2)	✓			
Access to Carolina Soul Fest mailing list	✓	✓		
Business included in all marketing collateral	✓	✓		
Recognition by Event MC	✓	✓	✓	
Email marketing recognition	✓	✓	✓	
Name/logo on volunteer t-shirts	Large	Medium	Small	name only
Name/logo on banner on stage	Large	Medium	Small	name only
Name/logo on event poster	Large	Medium	Small	name only
Social Media recognition (# of posts)	5	4	3	2
Name/logo on website	home & sponsor page	home & sponsor page	sponsor page	sponsor page
Complimentary booth space	✓	✓	✓	✓
Commemorative festival poster	4	3	2	1
Complementary festival t-shirts	4	3	2	1
Complimentary festival admission tickets	4	3	2	1



2016 À LA CARTE SPONSORSHIP OPPORTUNITIES AT A GLANCE

	What you get						
	Cost	# Available	Exclusive	Name on website	T-shirt	Poster	Admission ticket
Opportunity							
Award for Commemorative Artist	\$350	1	on-stage introduction of sponsor, who awards winning artist	✓	✓	✓	✓
Live music performances	\$350	5	on-stage introduction of sponsor, who introduces musician	✓	✓	✓	✓
Digital Festival Experience Booth	\$250	1	On-camera signage for social media exposure	✓	✓	✓	✓
Co-branding Festival tote bags	\$75	10	logo on tote	✓	✓	✓	✓
Printing and advertising sponsors	\$75	5	logo in official program	✓	✓	✓	✓
Friends of Carolina Soul Festival	\$50	unlimited	name in official program	✓	✓	✓	✓