

Lexington County Peach Festival

# SPONSORSHIPS

JULY 4th, 2024 • GILBERT, SOUTH CAROLINA

## Sponsor Success: Sweeten your Brand at the 64th Peach Festival



### By the numbers

 **35k**

*Attendees*

 **8.8k**

*Facebook*

 **2.1k**

*Email*

 **97.9k**

*Website*

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# A tradition like no other

The Lexington County Peach Festival is a cherished South Carolina tradition that has been delighting families for over a half a century. With its roots dating back to 1958 the festival has grown in stature and significance, and continues to pay homage to the region's rich agriculture heritage and the sweet, succulent peaches it's famous for.



The one-day event offers its estimated 35,000 attendees an array of peach-themed activities, from the Peach Parade and homemade fresh peach desserts to live music, car shows, fireworks, great food, and more!

## Hosted by the Gilbert Community Club, a Non-Profit 501(c)3 Organization

The festival serves as the main fundraising activity for the Gilbert Community Club, a non-profit 501(c)3 organization operated exclusively to promote the welfare of our community and make the greater Gilbert community a better place in which to live. Proceeds from the festival are used to maintain and improve the club's 6-acre Gilbert Community Park, provide financial scholarships to local students for academic and athletic achievements, and support many other community civic organizations.

**[lexingtoncountypeachfestival.com](http://lexingtoncountypeachfestival.com)**

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# Schedule of Events

Lexington County Peach Festival  
July 4, 2023 | 9am - 9:30pm

All Day	Fresh Peach Treats and Food Concessions
9am	Art & Craft Vendors Open
9am-2pm	Antique Car Show
9:30am	Peach Parade
10am-9pm	Peach Fun Zone <i>(Carnival rides, kids activities, contests, and more)</i>
12pm-9pm	Live music <i>(From local, regional, and national artists)</i>
9:15pm	Fireworks!

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# Sponsorship Levels

<b>Sponsorship Level</b>	<b>Contribution Level</b>	<b>Page</b>
Presenting Sponsor	\$35,000	5
Stage Sponsor	\$25,000	6
Firework Show Sponsor	\$15,000	7
Fun Zone Sponsor	\$7,500	8
Peach Parade Sponsor	\$7,500	9
Volunteer Sponsor	\$5,000	10
Photo Spot Sponsor	\$2,500	11
Friend of the Festival	\$500	12
Program Book Advertising	\$75-\$200	13

## **Custom Sponsorship**

Interested in sponsoring the Lexington County Peach Festival or an activation opportunity different from the previous options? Let us help! Contact us at [hello@lexcopeachfestival.com](mailto:hello@lexcopeachfestival.com).

We are looking for unique, fun and engaging activations for your brand and would be happy to create a custom package tailored to your business.

# Presenting Sponsor



We are seeking a presenting sponsor to bring our festival to life. As a presenting sponsor, the event will be billed as the **“Lexington County Peach Festival Presented by [YOUR ORGANIZATION]”**. With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized in every way.

## Benefits of this sponsorship include:

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Billboards Print Digital Radio
Company logo on event day promotions	Over the road banners Stage banners Event posters Fun zone banner Swag
Name recognition	Emcee recognition on stage throughout live entertainment performances Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Exclusive rights to back cover design Complimentary full page ad
Festival locations	Complimentary 10x10 booth located in park (can sell products)
Complimentary	(1) Parade Entry (5) Reserved parking spots (event day) (4) Banquet tickets (4) Event t-shirts

# Stage Sponsor



We are seeking a stage sponsor to bring and present top entertainment talent to the Peach Festival. We have partnered with recording artists in Nashville to begin sourcing and identifying a mix of local, regional, and nationally recognized artists to perform at our event. As a stage sponsor, our stage will be visually branded with your logo as the presenting sponsor of our live entertainment for the event. With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized in every way.

**Benefits of this sponsorship include:**

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Billboards Print Digital Radio
Company logo on event day promotions	Over the road banners Stage banners and branding Event posters Swag
Name recognition	Emcee recognition on stage throughout live entertainment performances Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad Logo on all live entertainment pages
Festival locations	Complimentary 10x10 booth located in park near the stage (can sell products)
Complimentary	(1) Parade Entry (5) Reserved parking spots (event day) (4) Banquet tickets (4) Event t-shirts

# Firework Show Sponsor



Become the presenting sponsor of our firework show. We are home to one of the only firework shows held on July 4th in the region. The Fireworks Show will be billed as **“Fireworks presented by [YOUR ORGANIZATION].”** With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized in every way.

**Benefits of this sponsorship include:**

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Print Digital Radio
Company logo on event day promotions	Event posters
Name recognition	Emcee recognition on stage throughout live entertainment performances Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad Logo on event schedule pages
Festival locations	Complimentary 10x10 booth located in park (can sell products)
Complimentary	(1) Parade Entry (3) Reserved parking spots (event day) (4) Banquet tickets (4) Event t-shirts



# Fun Zone Sponsor



Become the presenting sponsor of our children’s Fun Zone. The Fun Zone houses children's rides and activities for families to enjoy. Your organization will be the presenting sponsor of this space, with the opportunity to get involved with available activities. This zone will be billed as **“The Fun Zone presented by [YOUR ORGANIZATION].”** With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized for your contribution.

**Benefits of this sponsorship include:**

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Print Digital
Company logo on event day promotions	Event posters Entry/Exit Banner to the Fun Zone
Name recognition	Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad Logo on event schedule pages
Festival locations	Complimentary 10x10 booth located in the Fun Zone (can sell products)
Complimentary	(1) Parade Entry (2) Reserved parking spots (event day) (2) Banquet tickets (2) Event t-shirts



# Peach Parade Sponsor



Become the presenting sponsor of our mile-long Peach Parade. The Peach Parade is one of the most anticipated events of our Festival. Thousands mark their spot 24 hours in advance of the parade for the best spots. Your organization will be the presenting sponsor of the Parade, as it will be billed as **“The Peach Parade presented by [YOUR ORGANIZATION].”** With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized for your contribution.

## Benefits of this sponsorship include:

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Print Digital
Company logo on event day promotions	Event posters 4x10’ Walking Banner in Parade
Name recognition	Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad Logo on event schedule pages
Complimentary	(1) Parade Entry <b>First spot in Parade following the Grand Marshall</b> (2) Reserved parking spots (event day) (2) Banquet tickets (2) Event t-shirts

# Volunteer Sponsor



Become the official sponsor of our incredible network of volunteers. Your donation will go to provide resources necessary to prepare and support our teams. Volunteer t-shirts will be provided to our team with your company logo solely and prominently displayed on the back of the shirt.

With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized for your contribution.

**Benefits of this sponsorship include:**

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Print Digital
Company logo on event day promotions	Event posters <b>Volunteer T-Shirts</b>
Name recognition	Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad
Complimentary	(1) Parade Entry (2) Banquet tickets (2) Event t-shirts

# Photo Spot Sponsor



New for the 2024 festival, we are developing a vibrant photo spot for festival guests. This wall will be the perfect spot for guests to snap selfies and take family photos. Become the official sponsor of our photo spot which will be branded with your company logo and peach and patriotic themes.

With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized for your contribution.

## Benefits of this sponsorship include:

Company logo on all event promotions	Eblasts Social media posts Name listing on facebook event pages Website Press releases
Company logo on all media buys	May include by not limited to: Print Digital
Company logo on event day promotions	<b>Photo Spot / Signature Wall</b> Event posters
Name recognition	Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad
Complimentary	(1) Parade Entry (2) Event t-shirts

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# Friend of the Festival



We appreciate the support of countless businesses and organizations who have shown their support for this incredible event. All funds raised are used to grow the festival, improve quality of guest experience, and maintain the Gilbert Community Park.

With an estimated 35,000 attendees and hundreds of thousands of impressions, your brand and support of the festival will be recognized for your contribution.

**Benefits of this sponsorship include:**

Company logo on all event promotions	Eblasts Name listing on facebook event pages Website Press releases
Company logo on event day promotions	Event posters
Name recognition	Pre-festival and post-festival banquets
Program book (6,000+ distributions)	Complimentary full page ad
Complimentary	(1) Parade Entry

# Program Book Advertising

We are proud to offer sponsorships and individual ads in our 6" x 9" program book, which is distributed to over 6,000 individuals and businesses throughout the county in advance of the festival. The program book contains valuable information such as event times, volunteer recognition, local business advertisements, and much more!

Ad Type	Actual Dimensions	Price
Full Page Ad	5" wide x 8" tall	\$200
Half Page Ad	5" wide x 4" tall	\$125
Quarter Page Ad	2.5" wide x 4" tall	\$75

