

We invite you to partner with the Internationally Award-Winning SC Festival of Flowers

Over the last 56 years our community, and visitors from throughout the Southeast, celebrated the SC Festival of Flowers with us in June. The SC Festival of Flowers has been ranked as one of the Top 20 Events by the Southeastern Tourism Society, received recognition from the International Festivals & Events Association, as well as the America in Bloom (AIB) organization.

Young and old alike, families and friends, look forward to kicking off the summer at the SC Festival of Flowers with something fun for everyone!

During 2023 we experienced a \$3.2 million economic impact with over 70,000 visitors coming to Greenwood. The Uptown Greenwood area was filled with both locals and visitors shopping, eating, and participating in over 20 events on our main weekend, and all month long.

The SC Festival of Flowers is funded primarily through corporate sponsors. It is because of these partnerships that we are able to continue and grow the Festival. We would love for you to experience first-hand all the marketing benefits and opportunities a SC Festival of Flowers sponsorship provides you.

Are You Ready to See what the Buzz is About?

Mark Your Calendar Now.
Main Weekend is June 6 - 9, 2024.

Our traditionally sold out Ladies Luncheon will kick off the festivities on June 5th.

Join Us as a Sponsor.
For the maximum amount of exposure & marketing benefits, support us as a Signature Sponsor. Or choose an event that aligns best with your marketing goals and budget.

SCFestivalofFlowers.org



SC Festival of Flowers Events to match your marketing goals:

- LADIES LUNCHEON*
- ARTS & CRAFTS SHOW
- FLOWER POWER FUN RUN*
- KIDFEST*
- FOOD TRUCKS
- GARDEN TOURS
- TOPIARIES & TASTINGS*
- WINE WALK
- GARDEN SYMPOSIUM*
- BEE BUZZIN' BIKE TOUR

*Additional Event sponsorship opportunities available.

SC Festival of Flowers Influence

ATTENDANCE	70K
OFFICIAL PROGRAM DISTRIBUTION	19K
UNIQUE SITE VISITORS	24K
RADIO CAMPAIGN REACH	171K
AVERAGE SITE PAGE VIEWS	65K
EMAIL SUBSCRIBERS	4.8K
DIGITAL DISPLAY Impressions	1.147M
FACEBOOK IMPRESSIONS	1.224M
INSTAGRAM IMPRESSIONS	67K
TWITTER IMPRESSIONS	21K

WESLEY COMMONS
PRESENTS
SOUTH CAROLINA



2024 SPONSORSHIP OPPORTUNITIES

See what the Buzz is about!

SCFestivalofFlowers.org





To have someone contact you about sponsoring, scan the QR code or visit [SCFestivalofFlowers.org/become-a-sponsor](https://www.scfestivalofflowers.org/become-a-sponsor).

A SC Festival of Flowers sponsorship places your company in front of 70,000+ people and offers you an unparalleled reach: presence on site, broadcast, digital & print ad opportunities, logo on collateral materials, and competitive costs.

Partner with us to showcase Greenwood as a destination for Flowers, Families, and Fun!



2024 SPONSOR LEVELS & BENEFITS	PRESENTING-SPONSOR \$10,000	SIGNATURE SPONSORS \$7,500	PHOTOGRAPHY SPONSOR \$4,000	HAND-FAN SPONSOR \$2,000	EVENT SPONSORS \$2,500	PARTNER SPONSORS \$1,500	ASSOCIATE SPONSORS \$1,000	CONTRIBUTOR SPONSORS \$500	FRIEND SPONSORS \$300
LOGO ON HOME PAGE	✓	-	✓	-	-	-	-	-	-
LOGO ON ALL MARKETING & ADVERTISEMENTS	✓	✓	-	-	Event specific	Event specific	-	-	-
SOCIAL MEDIA TAGGING	✓	✓	✓	-	✓	✓	-	-	-
LOGO ON COMMEMORATIVE ITEMS	✓	Event Specific Shirts	-	Full Back Hand Fan	Event Specific Shirt OR Wine Glass	-	-	-	-
ON WEBSITE WITH LINK	Logo on Home Page	Logo on All Events	Logo, Sponsor Page	Logo, Sponsor Page	Logo, Sponsor Page + Choose 1 Event	Logo, Sponsor Page + Choose 1 Event	Name, Sponsor Page	Name, Sponsor Page	Name, Sponsor Page
IN PROGRAM	Logo	Logo	Logo	Logo	Logo	Logo	name	name	name
IN EMAILS	Logo	Logo on All Events	Logo on All Events	Logo	Logo, You Choose 1 Event	Logo, You Choose 1 Event	Name, You Choose 1 Event	-	-
RECOGNITION AT EVENTS	Logo on All Events Breakout Opportunities	Logo at All Events	Logo at All Events	Logo	Logo, You Choose 1 Event	Logo, You Choose 1 Event	Name, You Choose 1 Event	Name, Choice of 1 Event	-
EXHIBITOR TABLE *Ladies Luncheon *Garden Symposium	✓ ✓	✓ ✓	✓ ✓	-	If Sponsoring Selected Event	If Sponsoring Selected Event	-	-	-
PROMOTIONAL ITEMS IN GIVEAWAY BAGS	✓	✓	✓	-	✓	✓	-	-	-
FREE COMMEMORATIVE SHIRTS	10	8	6	-	4	2	Choice of 2 shirts OR 2 tickets	-	-
FREE GUEST TICKETS *Topiaries & Tastings *Ladies Luncheon	16 tickets Reserved table of 8	6 tickets Reserved table of 8	4 tickets Reserved table of 8	-	4 tickets OR Reserved table of 8	2 You Choose 1 Event	Choice of 2 shirts OR 2 tickets	-	-

*Additional Event sponsorship opportunities available.