

# CHARLESTON BEER FEST

2024 SPONSORSHIP OPPORTUNITIES

*October 26, 2024*



# ABOUT CHARLESTON BEER FEST



**Charleston Beer Fest** is back! The 12th annual celebration of great beer, community and activities is coming back bigger than ever! This annual charity fundraiser benefits Palmetto Community Care with proceeds helping PCC in its work to support those living with and affected by HIV/AIDS in the Lowcountry.

Known as Charleston's largest and most dynamic beer festival, Riverfront Park in North Charleston will once again be transformed into an oasis for craft beer, live music, exciting beer games, delicious food and great sponsors and vendors. The festival features an epic line-up of craft brews, a home brewer tent, fun and unique games, food, live music, and more!

**Saturday, October 26, 2024**

[www.chsbeerfest.org](http://www.chsbeerfest.org)

# BY THE NUMBERS

**4,800+**

Tickets Sold  
in 2022

**24%**

Out-of-State  
Sales

**29,847**

Social Media Followers  
across Facebook, Instagram,  
and Twitter

**100+**

Sponsors &  
Vendors

**93%**

Attendee  
Satisfaction  
Rate

**11,951**

Dedicated Newsletter  
Subscribers

**77,478**

Unique clicks  
and digital  
engagements

**Over 5.5 Million**

Impressions and views  
across digital display and  
social platforms

**795,829**

Digital audience  
members and growing



# SUPPORT A GREAT CAUSE



**All proceeds from Charleston Beer Fest will go directly to Palmetto Community Care.** As a 501(c)3 nonprofit organization, your sponsorship and contributions to this fundraising festival are tax deductible. You can rest assured your sponsorship dollars will remain in the Lowcountry and help PCC fulfill its mission dedicated to enhancing the quality of life for persons living with HIV and AIDS and to providing HIV prevention resources and programs for schools, churches, community organizations and workplaces in Charleston, Berkeley and Dorchester counties. Thank you for your consideration in becoming a partner in this amazing event and in our fight to help those living with and affected by HIV/AIDS!

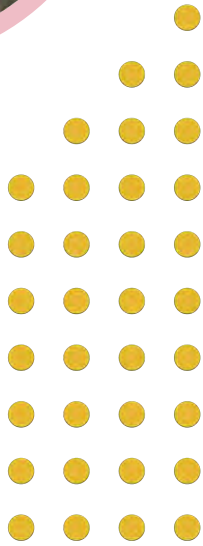


# OUR PARTNERSHIP PHILOSOPHY

**While we may call supporters of Charleston Beer Fest our “Sponsors” we truly consider them to be our partners.**

Through investment in our mission, you help make an amazing festival possible. Plus, your generosity allows us to do more in helping our clients and community live healthier, more sustainable lives. It has been our fundraising motto for more than 32 years to “support those who support us” and we believe in providing the highest level of visibility and benefits to our partners. This philosophy continues on into the 11th year of the Charleston Beer Fest.

We will consider your support a contribution that is wisely placed, with expectations that we will provide you with the highest level of return. We understand ROI and we have created our Sponsorship Levels to help you achieve your own goals. Please know the following levels are guideposts. We are happy to make adjustments and tailor packages to your unique needs and wishes. We want to partner with you because we know that together we can achieve more.



# PRESENTING SPONSOR \$30,000

Presenting Sponsorship rights include top billing for the 2023 Charleston Beer Fest. The event will be billed as: Charleston Beer Fest, Presented by (YOUR NAME HERE) in all usage and across all platforms. We will ensure our Presenting Sponsor will have the highest level of visibility through pre-event promotions, at event promotion and post-event wrap ups. Charleston Beer Fest and the Presenting Sponsorship will provide you with months of positive media and audience connection that culminate in a successful event with thousands of locals and visitors.

## ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 35
- General Admission Tickets: 25
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 10
- 20'x20' At-Event Space: 1
- Print Advertising Inclusion: All
- All Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided
- Music Stage Banners: Sponsor Provided
- Event Tickets: Your sponsorship at this level will allow for a full-color logo or ad placement on each and every ticket.
- Opportunity for activations are events leading up to the festival including the Ticket Launch and Parnter Pop-Ups

# OVERVIEW OF SPONSORSHIP LEVELS

Our sponsorship levels have been created to cultivate the highest level of exposure and connection to thousands of guests at Charleston Beer Fest. Remember, we are happy to adjust benefits and considerations to customize a package that helps your business achieve your goals.

## SPONSORSHIP LEVELS

### SUPPORTING SPONSOR \$15,000

The Supporting Sponsor's presence will be found throughout the entire event. This sponsor receives promotion through all media channels and extensive activation at the event. This level of support is fully customizable to the exact needs of the sponsor.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

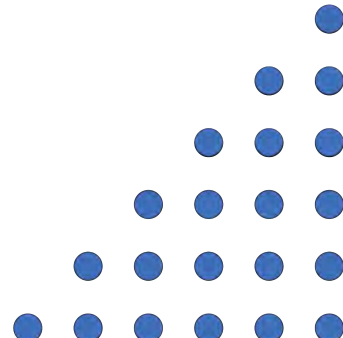
- VIP Tickets: 20
- General Admission Tickets: 15
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided

### VIP OASIS SPONSOR \$7,500

Our VIP tickets have sold out well in advance of the event year after year. With this in mind, we will be expanding the VIP Oasis to 1,000+ attendees this year. The VIP Oasis is home base for our attendees who want a higher-end experience that includes a special tented area, fans, private restrooms, special tastings, gift items and more.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 10
- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided



## SPONSORSHIP LEVELS

### PLATINUM PARTNER IN CRAFT \$7,500

The key to a successful Beerfest is the support of community partners and friends. As this year's exclusive platinum partner in craft, sponsors will be highlighted and promoted to 5,000+ attendees. There isn't much that makes a good beer better, except enjoying it with good friends. That is exactly how a Friend of CBF will be celebrated, with additional social media mentions, on-site activations and complimentary tickets.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

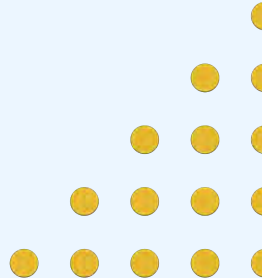
- VIP Tickets: 10
- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 2
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided

### GOLD PARTNERS IN CRAFT \$5,000

The key to a successful Beerfest is the support of community partners and friends. As a partner in craft, sponsors will be highlighted and promoted to 5,000+ attendees. There isn't much that makes a good beer better, except enjoying it with good friends. That is exactly how a Friend of CBF will be celebrated, with additional social media mentions, and complimentary tickets.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 5
- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 4
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided





## SPONSORSHIP LEVELS

### SILVER PARTNERS IN CRAFT \$2,500

The key to a successful Beerfest is the support of community partners and friends. As a partner in craft, sponsors will be highlighted and promoted to 5,000+ attendees. There isn't much that makes a good beer better, except enjoying it with good friends. That is exactly how a Friend of CBF will be celebrated, with additional social media mentions and complimentary tickets.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

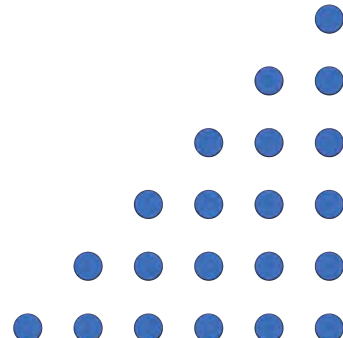
- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: 2
- Social Media Posts & Mentions: 3
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided

### BRONZE PARTNERS IN CRAFT \$1,500

The key to a successful Beerfest is the support of community partners and friends. As a partner in craft, sponsors will be highlighted and promoted to 5,000+ attendees. There isn't much that makes a good beer better, except enjoying it with good friends. That is exactly how a Friend of CBF will be celebrated. This level combines the benefits of sponsorship with the connection to attendees that our great vendors receive.

#### ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 4
- Website Inclusion: Logo + Link
- Festival Map Inclusion: Yes
- 10'x10' At-Event Space: 1
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided



## SPONSORSHIP LEVELS

	Bronze Partner	Silver Partner	Gold Partner	Platinum Partner	VIP Oasis	Supporting	Presenting
GA Tickets	5	5	5	5	5	15	25
VIP Tickets			5	10	10	20	35
Website Inclusion	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Festival Map Inclusion	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10x10 Event Space	Yes	Yes	Yes	2 - 10x10 or 1 - 20x20	Yes	Yes	2 - 10x10 or 1 - 20x20
Distribute Promo Items	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Festival Photo Usage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Events Banners	Sponsor Provided	Sponsor Provided	Sponsor Provided	Sponsor Provided	Sponsor Provided	Sponsor Provided	Sponsor Provided
Poster / Print Inclusion		Yes	Yes	Yes	Yes	Yes	Yes
Email Inclusion		2	4	All	All	All	All
Social Media Mentions		3	4	6	6	6	10
Music Stage Branding							Sponsor Provided
Event Ticket Branding							Yes

# CHARLESTON BEER FEST SPONSORSHIP REPLY FORM

We are excited to have you join us and participate as a sponsor for the 2024 Charleston Beer Fest. This festive event is a great opportunity to reach an engaged audience and support the important work at Palmetto Community Care.

## Sponsorship Level:

- Presenting Sponsor (\$30,000)
- Supporting Sponsor (\$15,000)
- VIP Oasis Sponsor (\$7,500)
- Platinum Partner in Craft (\$7,500)
- Gold Partners in Craft (\$5,000)
- Silver Partners in Craft (\$2,500)
- Bronze Partners in Craft (\$1,500)

## Contact Information:

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOW SHOULD WE LIST YOU FOR MARKETING PURPOSES?

\_\_\_\_\_

I AM PAYING WITH:  CHECK  ONLINE  CREDIT CARD (INFO BELOW)

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ CVV# \_\_\_\_\_

SIGNATURE NAME ON CARD \_\_\_\_\_

### Please return this form to:

*Richard Reams  
Palmetto Community Care  
5064 Rivers Ave  
North Charleston, SC 29406  
843-747-2273 / 864-985-2440  
rreams@palmettocare.org*

