



27th Annual Beaufort Shrimp Festival
October 1-2, 2021

SPONSORSHIP PROSPECTUS

Festival Organizing Partners





Be Part of Beaufort Tradition

For more than a quarter century, the community has gathered each fall in Waterfront Park for the Beaufort Shrimp Festival. The annual event celebrates fresh, locally-caught shrimp and the food, music, arts and culture that make the Lowcountry special.

A year after the pandemic, the Beaufort Shrimp Festival is back in Waterfront Park, Oct 1-2, 2021. 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 shrimp dishes.

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. 2021 is the year to be part of Beaufort Shrimp Festival.



FESTIVAL SPONSORSHIP OVERVIEW

Why should my business sponsor?

Sponsoring the Beaufort Shrimp 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 Beaufort Shrimp festival will be reinvested in the community through the Beaufort Pride of Place fund. The Pride of Place fund is used to invest in parks, recreation facilities and other local quality of life efforts.



Why is sponsorship important?

The Beaufort Shrimp 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 and exclusive access to a VIP beer and wine bar, perfect for entertaining customers or employees. See sponsorship package listings for specific brand exposure and event access details.

Who is organizing the event?

The 2021 Beaufort Shrimp Festival is being organized by a collaborative partnership including the City of Beaufort, the Beaufort Regional Chamber, the Beaufort-Port Royal Convention and Visitors Bureau and the Beaufort Area Hospitality Association.



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.

Website

During the weeks leading up to the event, BeaufortShrimpFestival.com is expected to generate more than 7,500 unique visitors

Advertising

Paid promotion for the Beaufort Shrimp 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.



SPONSORSHIP PACKAGES

Presenting Sponsor - \$6,000

Exposure

- *Exclusive sponsor opportunity*
- Logo on all event advertising
- Exclusive banner hung in a prominent location
- Opportunity to welcome attendees from the stage on Saturday
- Recognition by emcee throughout the Festival
- Top choice booth location to market your business
- Business logo, including weblink, on the Festival webpage
- Recognition in multiple social media posts from Festival account and from each organizing partner

Access

- Reserved table for 8 in VIP area
- 300 F&B Tickets
- 2 parking passes for Friday & Saturday

Entertainment Sponsor - \$4,500

Exposure

- *Exclusive sponsor opportunity*
- Logo on all entertainment marketing
- Exclusive banner hung in a prominent location
- Opportunity to welcome attendees from the stage on Friday
- Recognition by emcee throughout the festival
- Top choice booth location to market your business
- Business logo, including weblink, on the Festival webpage
- Recognition in multiple social media posts from Festival account and from each organizing partner

Access

- Reserved table for 8 in VIP area
- 200 F&B Tickets
- 2 parking passes for Friday & Saturday

Jumbo Shrimp Sponsor - \$3,000

Exposure

- Logo featured on banner hung in a prominent location
- Recognition by emcee at least twice during the festival
- Exhibit booth to market your business
- Business logo, including weblink, on the Festival webpage
- Recognition in multiple social media posts from Festival account

Access

- 6 passes to VIP seating area
- 150 F&B Tickets
- 1 parking pass for Friday & Saturday



Shrimp Festival Sponsor - \$1,500

Exposure

- Logo featured on banner hung in a prominent location
- Recognition by emcee at least twice during the festival
- Exhibit booth to market your business
- Business logo, including weblink, on the Festival webpage
- Recognition in multiple social media posts from Festival account

Access

- 4 passes to VIP seating area
- 100 F&B Tickets
- 1 parking pass for Saturday

Friend of the Festival - \$500

Exposure

- Logo featured on banner hung in a prominent location
- Business logo, including weblink, on the Festival webpage
- Recognition in social media post from Festival account

Access

- 2 passes to VIP seating area
- 50 F&B Tickets

SPONSORSHIP AT-A-GLANCE

	Presenting Sponsor	Entertainment Sponsor	Jumbo Shrimp Sponsor	Shrimp Fest Sponsor	Friend of the Festival
	Exposure				
Exclusive Opportunity	Exclusive	Exclusive			
Website Recognition	Large Logo	Large Logo	Small Logo	Small Logo	Name Only
On Site Banners	Exclusive	Exclusive	Large Logo	Small Logo	Name Only
On Stage Recognition	Opportunity to Speak	Opportunity to Speak	2 Emcee Mentions	Emcee Mention	
Social Media Recognition	From All Organizers	From All Organizers	From Festival Account	From Festival Account	From Festival Account
Exhibit Booth	Top Choice Booth Location	Top Choice Booth Location	Booth Included	Booth Included	
	Access				
VIP Seating	Reserved Table - 8	Reserved Table - 8	6 passes	4 passes	2 passes
F&B Tickets	300	200	150	100	50
Parking Pass (Fri)	2	2	1		
Parking Pass (Sat)	2	2	1	1	
Sponsorship Rate:	\$6,000	\$4,500	\$3,000	\$1,500	\$500

