



**Conway
Riverfest**



SPONSORSHIP OPPORTUNITIES



**SATURDAY
JUNE 27, 2026**



**Welcome to the 46th Year
of Conway Riverfest!**

**Downtown Conway, SC
Saturday, June 27, 2026**

Conway Riverfest is an annual festival held in Downtown Conway, South Carolina. Since 1980, this special patriotic event has welcomed tens of thousands of locals and visitors alike to experience a fun-filled day of live music, great food, activities, local vendors and fireworks.

WEBSITE TRAFFIC IN 2025

**76K+ site visits
28K+ unique users**

SOCIAL MEDIA & DIGITAL ADS

**26K+ followers across FB, IG, LI & YT
187K+ YouTube impressions & 24,462 views
294K+ digital video impressions
347K+ CTV (streaming) impressions**

PRINT & BILLBOARD ADVERTISING

**75K+ readers per Grand Strand Magazine issue
85K+ readers per Post & Courier special issue
2.8+ million static and digital billboard weekly impressions**

2026 ADVERTISING PARTNERSHIPS

**Myrtle Beach International Airport
Myrtle Beach Pelicans**



**SATURDAY, JUNE 28
10 AM | CONWAYRIVERFEST.COM**

MUSIC | FOOD | GAMES | KIDS ZONE | VENDORS | FIREWORKS



DIGITAL ADS



VIDEO ADS



SOCIAL POSTS



BILLBOARDS



PRINT/ADS

CONWAYRIVERFEST.COM



SPONSOR LEVELS

\$7,500

CO SPONSORS

Enjoy maximum visibility with regional TV, radio, and print exposure, prime logo placement, and dedicated digital advertising. This is a top sponsorship level ensuring your brand stands out at Conway Riverfest.

FIREWORKS SPONSOR

Ignite the night as the Fireworks Sponsor with exclusive recognition during the event's grand finale that lights up the Conway sky.

\$5,000

MAIN STAGE SPONSOR

Claim the spotlight as the Main Stage Sponsor, with your logo featured above the festival's main entertainment hub throughout the day.

ARTISANS MARKET

Support creativity and local talent as the Artisan Expo Sponsor, showcasing your commitment to the arts and community craftsmanship.

BUSINESS EXPO

Position your brand as a business leader by sponsoring the Business Expo, connecting attendees with local companies, their products, and services.

\$3,500

HEADLINING ENTERTAINMENT

Take center stage by sponsoring the festival's headlining act, with your brand highlighted during the most anticipated performance of the event, and enjoy an exclusive opportunity to introduce the headlining performer.

\$2,500

DAY STAGE

Keep the music playing with your brand featured throughout the day alongside talented local artists.

FIRST AID TENT

Show you care as the First Aid Sponsor, with your business name prominently displayed at the first aid station for safety and support.



SPONSOR LEVELS CONT.

\$2,500

KIDS ZONE

Be a family favorite as the Kids Zone Sponsor, bringing joy and fun to the youngest festival-goers with activities and entertainment all day long.

OPENING ENTERTAINMENT

Kick off Riverfest as the Opening Entertainment Sponsor, featuring your brand with the opportunity to introduce the opening acts of evening entertainment.

PADDLE BATTLE

Make waves as the Riverfest Paddle Battle Sponsor, aligning your brand with this high-energy river competition gaining visibility on the water and along the shoreline.

CORN HOLE TOURNAMENT

Get in the game as the Cornhole Tournament Sponsor, connecting your brand with friendly competition and fun.

T-SHIRTS

Wear your brand proudly as the T-Shirt Sponsor, with your logo displayed on the official event shirts worn by attendees and volunteers.

\$1,000

\$1,500

COMMUNITY

VOLUNTEER HOSPITALITY - \$1,500

Support those behind the scenes as the Volunteer Hospitality Sponsor, ensuring the event's volunteers feel appreciated and hydrated with refreshments.

DAYTIME ENTERTAINMENT - \$1,500 (2 available)

Bring the festival to life by sponsoring one of three engaging daytime entertainment acts, spotlighting your support for the live performances.

GOLF CART PARADE - \$1,000

Lead the parade as the Golf Cart Parade Sponsor, featuring your brand in this festive and eye-catching Riverfest tradition.

\$250-\$750
SUPPORTERS

RED - \$750 | WHITE - \$500 | BLUE - \$250

Join us as a valued Supporting Sponsor and show your community spirit at Riverfest! These entry-level sponsorships provide an affordable way to gain visibility while contributing to the success of this beloved event that attracts thousands of attendees each year.



SPONSOR VALUE

*** Day-of event perks**

\$7,500 BENEFITS

- Inclusion in TV in Myrtle Beach, Florence/Pee Dee, Brunswick and Wilmington markets
- Print advertising in Grand Strand Magazine (75K+ readers per issue) - Must be able to meet deadline
- Logo showcased on billboards - Must be able to meet deadline
- Radio advertising in local and regional markets (120K+ weekly listeners)
- Press release inclusion that is distributed to local and regional markets
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent logo placement for one (1) year on Conway Riverfest website
- Business name listed for one (1) year on the Conway Chamber website
- Listed as a sponsor on Conway Riverfest Facebook event page
- Dedicated social media sponsor shout-out post
- Dedicated emails to Chamber database (3K+ subscribers) when promoting Riverfest

\$5,000 BENEFITS

- Print advertising in Grand Strand Magazine (75K+ readers per issue) - Must be able to meet deadline
- Radio advertising in local and regional markets (120K+ weekly listeners)
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\$3,500 BENEFITS

- Radio advertising in local and regional markets (120K+ weekly listeners)
- Press release inclusion that is distributed to local and regional markets
- Prominent logo placement for one (1) year on Conway Riverfest website
- Business name listed for one (1) year on the Conway Chamber website
- Listed as a sponsor on Conway Riverfest Facebook event page
- Dedicated social media sponsor shout-out post
- Inclusion in emails to Chamber database (3K+ subscribers) when promoting Riverfest

- * • VIP Tent access - air conditioned, private lounge space with snacks and beverages throughout the event**
- Prominent banner(s) recognition at the event**
- 10'x20' prime booth space in Business Expo**

- * • Prominent banner(s) recognition at the event**
- Name on Conway Riverfest t-shirts**
- 10'x10' prime booth space in Business Expo**

\$2,500 BENEFITS

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- Prominent logo placement for one (1) year on Conway Riverfest website
- Business name listed for one (1) year on the Conway Chamber website
- Listed as a sponsor on Conway Riverfest Facebook event page
- Dedicated social media sponsor shout-out post
- Inclusion in emails to Chamber database (3K+ subscribers) when promoting Riverfest

\$1,000-1,500 BENEFITS

- Prominent logo placement for one (1) year on Conway Riverfest website
- Business name listed for one (1) year on the Conway Chamber website
- Listed as a sponsor on Conway Riverfest Facebook event page
- Inclusion in emails to Chamber database (3K+ subscribers) when promoting Riverfest

\$250-750 BENEFITS

RED - \$750

- List as a RED PATRON Sponsor on Conway Riverfest and Chamber websites
- Featured in two (2) email blasts to Chamber database
- Listed as a RED PATRON Sponsor on Conway Riverfest Facebook event page

WHITE - \$500

- Listed as a WHITE PATRON Sponsor on Conway Riverfest and Chamber websites
- Featured in one (1) email blast to Chamber database
- Listed as a WHITE PATRON Sponsor on Conway Riverfest Facebook event page

BLUE - \$250

- Listed as a BLUE PATRON Sponsor on Conway Riverfest and Chamber websites
- Listed as a BLUE PATRON Sponsor on Conway Riverfest Facebook event page

- * • Prominent banner(s) recognition at the event**
- 10'x10' prime booth space in Business Expo**

- * RED**
- 10x10 booth space in Business Expo**

CONTACT MMCDONNELL@CONWAYSCCHAMBER.COM TO INQUIRE TODAY!