



SPONSORSHIP OPPORTUNITIES

JUNE 29, 2024

Conway Riverfest is an annual festival held on the Waccamaw River in Downtown Conway, South Carolina. Since 1980, this special red, white and blue event has welcomed tens of thousands of locals and visitors alike to experience a day filled with live music, great food, local vendors and fireworks.

Our 2024 Sponsorship Levels are as follows:

- Presenting Sponsor
- Co Sponsor (s)
- Fireworks Extravaganza Sponsor
- Stage Sponsor
- Business Expo Sponsor
- Artisans Market Sponsor
- First Aid Sponsor
- Entertainment Sponsor (s) - 3 max
- Kids Zone Sponsor
- Red Patron (s)
- White Patron (s)
- Blue Patron (s)

CONTACT US



ConwayRiverfest.com



info@conwayscchamber.com



(843) 248-2273



**CO
SPONSOR
\$5,000**



DETAILS

Corporate name and logo prominently listed as the Co-Sponsor in all multi-media promotional efforts, including:

1. Television advertising campaign in Florence/Pee Dee, Shallotte and Wilmington markets.
\$20,000 value through our partnership with WPDE and HTC.
 2. Print advertising in selected local and regional publications.
\$50,000 value through our partnership with Waccamaw Publishers and Grand Strand Magazine
 3. Radio advertising in local and regional markets.
\$15,000 value with IHeartRadio stations including Gator 107.9, Mix 97.7 and Rock 107.1 and other local stations.
 4. Conway Riverfest press release inclusion that is distributed to local and regional markets.
 5. Logo showcased on all print materials - posters, flyers, banners, etc.
 6. Prominent placement on Conway Riverfest and Conway Chamber websites.
 7. Dedicated social media shout-outs and inclusion in Facebook event page.
- Prominent banner(s) recognition at the event.
 - Complimentary 10'x10' booth space in the Business Expo.
 - Complimentary 10'x10' lawn space in the Sponsor Garden.

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STAGE SPONSOR

\$3,500



DETAILS

Exclusive sponsorship of the Main Stage. Corporate name and logo prominently listed as the Stage Sponsor in all multi-media promotional efforts, including:

- Conway Riverfest press release inclusion that is distributed to local and regional markets.
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Special recognition announcements by the Emcee on the festival stage throughout the day.
- Prominent signage recognition at the event - on stage for the entirety of the event.
- Complimentary 10'x10' booth space in the Business Expo.
- Complimentary 10'x10' lawn space in the Sponsor Garden.

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BUSINESS EXPO SPONSOR

\$2,500



DETAILS

Sponsorship of the Business Expo. Corporate name will be prominent in all multi-media promotional efforts, including:

- Conway Riverfest press release inclusion that is distributed to local and regional markets.
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Special recognition announcements by the Emcee on the festival stage throughout the day.
- Prominent signage recognition at the event.
- Complimentary 10'x10' booth space in the Business Expo.
- Complimentary 10'x10' lawn space in the Sponsor Garden.

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ARTISANS MARKET SPONSOR

\$2,500



DETAILS

Sponsorship of the Artisans Market. Corporate name will be prominent in all multi-media promotional efforts, including:

- Conway Riverfest press release inclusion that is distributed to local and regional markets.
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Special recognition announcements by the Emcee on the festival stage throughout the day.
- Prominent signage recognition at the event.
- Complimentary 10'x10' booth space in the Business Expo.
- Complimentary 10'x10' lawn space in the Sponsor Garden.

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FIRST AID SPONSOR

\$2,500



DETAILS

Exclusive sponsorship of the First Aid Station. Corporate name will be prominent in all multi-media promotional efforts, including:

- Conway Riverfest press release inclusion that is distributed to local and regional markets.
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Special recognition announcements by the Emcee on the festival stage throughout the day.
- Prominent signage recognition at the event.
- Complimentary 10'x10' booth space in the Business Expo.
- Complimentary 10'x10' lawn space in the Sponsor Garden.

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ENTERTAINMENT SPONSOR

\$2,000

\$1,500

\$1,000



DETAILS

Sponsorship of the Entertainment. Corporate name will be prominent in all multi-media promotional efforts, as related to the musical act you sponsor:

- Conway Riverfest press release inclusion that is distributed to local and regional markets.
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Opportunity to introduce your sponsored act and to pass out information to the crowd during the allotted performance timeframe.
- A branded sign with company name/logo on stage during the designated act - \$2,000 for headliner, \$1,500 for opening act, \$1,000 for pre-show act
- Complimentary 10'x10' booth space in the Business Expo.
- Complimentary 10'x10' lawn space in the Sponsor Garden.

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KIDS ZONE SPONSOR

\$1,000



DETAILS

Sponsorship of the Kids Zone, promoted pre-event and during event, including:

- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement on Conway Riverfest and Conway Chamber websites.
- Dedicated social media shout-outs and inclusion in Facebook event page.
- Special recognition announcements by the Emcee on the festival stage throughout the day.
- Prominent sign recognition at Kids Zone area.
- Complimentary 10'x10' booth space in the Business Expo.

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RED PATRON SPONSOR

\$750



DETAILS

- List as a RED PATRON Sponsor on print advertising in The Horry Independent.
- Listed as a RED PATRON Sponsor on Conway Riverfest printed materials.
- Featured in two email blasts to Chamber database.
- Listed as a RED PATRON Sponsor in a special "thank you" ad to appear in the Horry Independent following the event.
- 10x10 booth space in the Business Expo

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WHITE PATRON SPONSOR

\$500



DETAILS

- Listed as a WHITE PATRON Sponsor on print advertising in The Horry Independent.
- Listed as a WHITE PATRON Sponsor on Conway Riverfest printed materials.
- Featured in one email blast to Chamber database.
- Listed as a WHITE PATRON Sponsor in a special "thank you" ad to appear in The Horry Independent following the event.

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BLUE PATRON SPONSOR

\$250

DETAILS

- Listed as a BLUE PATRON Sponsor on print advertising in The Horry Independent.
- Listed as a BLUE PATRON Sponsor on Conway Riverfest printed materials.
- Listed as a BLUE PATRON in a special “thank you” ad to appear in The Horry Independent following the event.

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