







Welcome to the 45th Year  
of Conway Riverfest!

Historic Downtown Conway, SC  
Saturday, June 28, 2025

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.

## SOCIAL MEDIA

25,000+ Followers across  
Facebook, Instagram,  
LinkedIn and YouTube

## WEBSITE TRAFFIC IN JUNE 2024

35,559 Site sessions  
27,326 Unique visitors

## PRINT & DIGITAL ADVERTISING IN 2024

80,000+ readers per Grand Strand Magazine issue  
6.7 million digital advertising views



santee cooper  
Green Power





# SPONSOR LEVELS

**\$7,500**  
GOLD

## 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**  
SILVER

## 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.

## 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.

## 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**

## 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.



# SPONSOR LEVELS

## OPENING ENTERTAINMENT

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

### DAY STAGE

SOLD

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

### FIRST AID

SOLD

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

### SHUTTLE

Drive convenience as the Shuttle Sponsor, ensuring attendees enjoy easy access to the event with your logo on shuttle signage.

### CORN HOLE TOURNAMENT

SOLD

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

### T-SHIRT PRODUCTION

SOLD

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

### VOLUNTEER HOSPITALITY - \$1,500

SOLD

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)

SOLD

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

SOLD

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

### 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.

**\$2,500**  
BRONZE

**\$1,000**  
**\$1,500**  
COMMUNITY

**\$250-\$750**  
SUPPORTERS





# SPONSOR VALUE

**\*Day-of event perks\***

## \$7,500 BENEFITS

- Inclusion in television advertising campaign in Myrtle Beach, Florence/Pee Dee, Brunswick and Wilmington markets
- Print advertising in Grand Strand Magazine (80,000+ readers per issue) - Must be able to meet deadline
- Radio advertising in local and regional markets (120,000+ weekly listeners)
- Press release inclusion that is distributed to local and regional markets
- Logo showcased on all Conway Riverfest billboards - Must be able to meet deadline
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement for one (1) year on Conway Riverfest and Conway Chamber websites
- Dedicated social media shout-outs on all Chamber channels (25,000+ followers)
- Listed as a sponsor on Conway Riverfest Facebook event page
- Dedicated emails to Chamber database (2,800+ subscribers) when promoting Riverfest

## \$5,000 BENEFITS

- Press release inclusion that is distributed to local and regional markets
- Logo showcased on all print materials - posters, flyers, banners, etc.
- Prominent placement for one (1) year on Conway Riverfest and Conway Chamber websites
- Inclusion in social media shout-outs on all Chamber channels (25,000+ followers)
- Listed as a sponsor on Conway Riverfest Facebook event page
- Inclusion in emails to Chamber database (2,800+ subscribers) when promoting Riverfest

## \$3,500 BENEFITS

- Press release inclusion that is distributed to local and regional markets
- Prominent placement for one (1) year on Conway Riverfest and Conway Chamber websites
- Inclusion in social media shout-outs on all Chamber channels (25,000+ followers)
- Listed as a sponsor on Conway Riverfest Facebook event page
- Inclusion in emails to Chamber database (2,800+ subscribers) when promoting Riverfest

- **VIP Tent access - air conditioned, private lounge space with snacks and beverages throughout the event**
- **Logo on Conway Riverfest t-shirts**
- **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

- Prominent placement for one (1) year on Conway Riverfest and Conway Chamber websites
- Inclusion in social media shout-outs on all Chamber channels (25,000+ followers)
- Listed as a sponsor on Conway Riverfest Facebook event page
- Inclusion in emails to Chamber database (2,800+ subscribers) when promoting Riverfest

## \$1,000-1,500 BENEFITS

- Prominent placement for one (1) year on Conway Riverfest and Conway Chamber websites
- Listed as a sponsor on Conway Riverfest Facebook event page
- Inclusion in emails to Chamber database (2,800+ 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](mailto:MMCDONNELL@CONWAYSCCHAMBER.COM) TO INQUIRE TODAY!**