



SPRING FLING

FRIDAY - SUNDAY, APRIL 30 - MAY 2, 2010

Time: Friday, 6 pm - 10 pm, Saturday, 11 am - 9 pm,
Sunday 1 pm - 7 pm



Location: On & around the streets of Downtown
Spartanburg - covering several City blocks.

Purpose: Spring Fling is more than just your average street fest - it's music, arts, crafts, food, & lots of family fun stuff. The annual festival celebrates the community & downtown Spartanburg.

Attendance: Spring Fling hosts tens of thousands of people annually during the three-day event. An estimated 75,000 people converge on the streets of Downtown Spartanburg to celebrate this annual rite of Spring! While Spartanburg County residents make up the largest group of people attending the festival, visitors from all over the Upstate enjoy the festival each year.

Cost: Admission to Spring Fling is FREE. Food, beverages, art, crafts, and gifts items are available for purchase from more than 100 participants. Children's rides are also available for a fee.

Attractions: Four festival stages feature more than 70 local, regional, and national entertainers during the multi-day celebration. A Folk and Outsider Art Show; Marketplace offering excellent shopping; Family Fun Zone with rides, food; Classic Car Show & more. A Professional Bicycle Race speeds around several blocks of downtown Spartanburg on Friday evening.



SPRING FLING BENEFITS DETAIL

The following is a list of benefits available to Spring Fling Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

ON SITE RECOGNITION

Banner placement at festival

Around the festival area

At sponsored location

Exhibit Space - On-site booth space set aside to showcase and exhibit your product or service.

Stage Announcements - Recognition from stages throughout the festival.

Invitation to address audience

ADVERTISING

Radio

- Cross-section of paid & promotional radio support

Television

- Cross-section of paid & promotional TV spots
- Recognition on The City Channel, Charter Cable Channel 14

Newspaper

- Ads in Herald Journal
- Ads in The Spartanburg Journal
- Ads in LINK
- Ad in Upstate Parent

Website

- Website advertising with hot link (www.spartanburgspringfling.org)

News Releases

- Sponsor recognized in news releases distributed to local media outlets

PRINTED MATERIALS

Poster

- Approximately 1000 Posters distributed throughout the Upstate area

Official Event Program

- Sponsor recognition in the official Spring Fling program

Event Signage

- Sponsor will be listed on appropriate signage throughout the Festival area

HOSPITALITY

- Sponsor parking passes, food/ride coupons, & Spring Fling souvenirs



SPRING FLING SPONSORSHIP OPTIONS

PRESENTING SPONSOR \$10,000 Investment

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of patrons who attend Spring Fling over the multi-day event. In addition, the sponsor's name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Spartanburg Spring Fling presented by (Your Name Here)"

SPRING FLING GOLD PATRON \$3,000 Investment

Gold Patrons have an opportunity to connect with the 75,000+ visitors attending Spring Fling through available exhibit space at the festival. Gold Patrons are receive recognition onsite and through the festival advertising program.

SPRING FLING SILVER PATRON \$2,000 Investment

Our Silver Patrons will be recognized through the festival with exhibit space, stage announcements, banners, in the festival program and more.

SPRING FLING BRONZE PATRON \$1,000 Investment

This sponsorship level is for the community minded business who is interested in being a part of this exciting annual event. Our Bronze Patrons will be recognized with stage announcements, a banner, and in the festival program.



AREA SPONSORSHIPS

FAMILY FUN ZONE \$5,000 Investment *Friday, Saturday, & Sunday*

The Family Fun Zone is one of the main attractions of the Festival. Sponsorship aligns your company with positive social interaction among family members. The Family Fun Zone has its very own stage for non-stop entertainment, rides and inflatables, hands-on activities, and much more.

THE TEEN SEEN \$3,000 Investment *Friday, Saturday, & Sunday*

Teens love to be seen out with their friends and what better place than their *own* place at Spring Fling! Skateboarding, video gaming, BMX, basketball, and a stage with high school bands, and more.

FOOD COURT \$3,000 Investment *Friday, Saturday, & Sunday*

Sure, everything about Spring Fling is great, but when you ask people what they like about the festival, time and time again they say "THE FOOD!" The Fling brings together new and unique foods with the old favorites to give visitors plenty of quality choices. The sponsor of this area will have their name incorporated into the Food Court title. The Food Court is located on Church Street in the center of the festival area.

FOLK & OUTSIDER ART SHOW \$2,000 Investment *Saturday & Sunday*

The Folk & Outsider Show is one of Spring Fling's newer attractions. Dozens of self-taught artists display, present, and sell their pieces at the Fling. As the Folk & Outsider Art Show sponsor, your name will be showcased with these high-end artists.

SPRING FLING SPONSORSHIP OPTIONS

AREA SPONSORSHIPS CONTINUED

SPRING FLING MARKETPLACE \$2,000 Investment
Saturday & Sunday

Visitors love to stroll through the streets of downtown Spartanburg to check out the handmade items that you can't find anywhere else. As the Marketplace sponsor, your name will be showcased with these wonderful arts and crafts exhibitors for all the festival goers to see.

COMMUNITY SHOWCASE \$2,000 Investment
Saturday & Sunday

The community is the heart of Spring Fling and showcasing our local civic groups, associations, clubs and schools is an important goal of the festival. The Community Showcase features dozens of local groups using the Fling as a marketing opportunity to tell the community about their organization.

SENIOR OASIS \$1,000 Investment
Saturday & Sunday

Spartanburg seniors always participate in Spring Fling, so we think they need a special place at the festival. The Senior Oasis provides a place for our wiser population to relax and cool-off during the event.



STAGE SPONSORSHIPS

Church Street Stage \$3,000 Investment
Friday, Saturday, & Sunday

Performances will fill the Church Street stage on Friday from 6-10 pm, Saturday from 11 am - 9 pm and Sunday 1-7 pm. This is the "main" stage at the festival.

Morgan Square Stage \$2,000 Investment
Friday, Saturday, & Sunday

This stage will feature tons of "homegrown" and regional acts. From americana and folk to cool jazz and country, Spartanburg musicians have a chance to shine during Spring Fling.

