

JerryFest Sponsorship Kit

Sunday, October 3, 2021



Sugar Magnolia Presenting Sponsor (1 Available) - \$5,000:

- On-air interview opportunities with the media
- Opportunity to have a booth at the Columbia Fireflies game on Friday, September 17, 2021 for “Grateful Dead Night” and logo on step and repeat photo opportunity with the Dancing Bear (JerryFest mascot) and Mason (Fireflies mascot)
- Logo on JerryFest event graphic on Columbia Fireflies videoboard during “Grateful Dead Night”
- Logo on step and repeat photo opportunity with the Dancing Bear mascot and your company mascot (if applicable)
- Opportunity to participate in giveaway email contest with the Columbia Fireflies to coincide with Grateful Dead Night (5K emails)
- Opportunity to participate in giveaway email contest with the Post & Courier (25K emails)
- Company logo listed on all Five Points and Free Times eblasts, social media posts with tags, Facebook event page, Five Points website with hyperlink, print ads, event poster and event handbills
- Company name mention in all press releases for the event and radio commercials
- Logo on event banner hanging on the stage as well as the Saluda’s balcony
- Complimentary 10x10 booth space at the event with the opportunity to sell products, if desired (City of Columbia business license required)
- Company name mentions from the stage during the event
- Opportunity to donate promotional items to be given away to patrons from the event information booth

Uncle John’s Band Sponsor (6 Available) - \$2,500:

- Opportunity to participate in giveaway email contest with the Columbia Fireflies to coincide with Grateful Dead Night (5K emails)
- Company logo listed on all Five Points and Free Times eblasts, social media posts with tags, Facebook event page, Five Points website with hyperlink, print ads, event poster and event handbills
- Logo on event banner hanging on the stage as well as the Saluda’s balcony
- Complimentary 10x10 booth space at the event with the opportunity to sell products, if desired (City of Columbia business license required)
- Company name mentions from the stage during the event
- Opportunity to donate promotional items to be given away to patrons from the event information booth

Truckin’ Sponsor (Unlimited) - \$1,000:

- Company logo listed on all Five Points and Free Times eblasts, social media posts with tags, Facebook event page, Five Points website with hyperlink, print ads, event poster and event handbills
- Logo on event banner hanging on Saluda’s balcony
- Complimentary 10x10 booth space at the event with the opportunity to sell products, if desired (City of Columbia business license required)
- Company name mentions from the stage during the event

Casey Jones Sponsor (Unlimited) - \$500:

- Company name listed on all Five Points and Free Times eblasts, social media posts with tags, Facebook event page, Five Points website with hyperlink, print ads, event poster and event handbills
- Name on event banner hanging on Saluda’s balcony

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Sponsor Information:

Company/Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ /w _____ /c

Email: _____

Day of Site Contact: _____ Cell: _____

Sponsor Level:

_____ Sugar Magnolia Presenting Sponsor - \$5,000 _____ Complimentary 10x10 booth

_____ Uncle John's Band Sponsor - \$2,500 _____ Complimentary 10x10 booth

_____ Truckin' Sponsor - \$1,000 _____ Complimentary 10x10 booth

_____ Casey Jones Sponsor - \$500

Items You Will Be Selling/Sampling/Giving Away (Booth Only):

Mail Your Sponsorship to:

Five Points Association
532 Congaree Avenue
Columbia, SC 29205

OR

Email Your Sponsorship to:

info@fivepointscolumbia.com

Sponsorship benefits will not start until payment has been received. Please make checks payable to the Five Points Foundation. If you would rather pay by credit card, we can send you a PayPal invoice; just let us know by emailing info@fivepointscolumbia.com.