

# City Events Sponsorship Packet

Submitted by the Community  
Development Department of the  
City of Abbeville



**Abbeville**  
SOUTH CAROLINA



*Pretty.  
Near.  
Perfect.™*



# FY 2021 City Events Lineup

Businesses searching for innovative and interactive ways to reach new clients, build brand recognition, and to further cultivate relationships with loyal longtime customers are invited to partner with the City of Abbeville and its amazing event lineup. Partners are being sought on an on-going basis for a variety of events which attract both members of the Abbeville Community as well as tens of thousands of tourists from around the Southeast. These events include:

- [The Abbeville Spring Festival](#)
- [Hogs and Hens BBQ Festival](#)
- [City Opera House Events](#)

The City offers many different levels of sponsorship which are tailored to meet any marketing budget. We also offer a payment plan option which allows you to pay in quarterly installments. These quarterly payments are only available for sponsorships above \$500. In an effort to increase efficiency and help our partners plan for the entire year, the City is letting potential partners choose which City Events they would like to sponsor well in advance.

The following pages go into more detail on the individual events and the sponsorship packages offered.



# The Abbeville Spring Festival

## Event Profile

### Event Sponsor: \$1,500

Includes a 10x10 tent space, two event t-shirts, and prominent listing of company logo on event t-shirt, print ads, on stage banner, Facebook event page, recognition on the Festival Page of the City Website, radio promotions mentioning your sponsorship on 92.9, and social media advertisements highlighting your sponsorship. Mentions through social media reach over 10k people per week.

### Corporate Sponsor: \$1,000

Includes a 10x10 tent space, two event t-shirts, and your company logo on print ads, on stage banner, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.

### Gold Sponsor: \$500

Includes one event t-shirt, and your company name on print ads, on stage banner, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.

### Silver Sponsor: \$200

Includes one event t-shirt and your company name on print ads, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.



*Spring  
Festival*  
ABBEVILLE, S.C.

## About



The Abbeville Spring Festival is held annually on the first weekend in May from Thursday to Saturday. Since its kickoff in 1981, the Spring Festival has drawn thousands of visitors to Historic Downtown Abbeville. The Festival features sixty plus craft vendors, live music, food vendors, amusement rides for the young and “young at heart”, an antique car show, and more!

When: Thursday, April 29th to Saturday, May 1st, 2021

Where: Downtown Abbeville

Anticipated Attendance: 12,000-15,000



# Hogs and Hens BBQ Festival

## Event Profile

### Event Sponsor: \$1,000

Includes a 10x10 tent space, two event t-shirts, and prominent listing of company logo on event t-shirt, print ads, on stage banner, Facebook event page, recognition on the Festival Page of the City Website, radio promotions mentioning your sponsorship on 92.9, and social media advertisements highlighting your sponsorship. Mentions through social media reach over 10k people per week.

### Corporate Sponsor: \$500

Includes a 10x10 tent space, two event t-shirts, and your company logo on print ads, on stage banner, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.

### Gold Sponsor: \$250

Includes one event t-shirt, and your company name on print ads, on stage banner, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.

### Silver Sponsor: \$100

Includes one event t-shirt and your company name on print ads, Facebook event page, and recognition on the Festival Page of the City Website. Mentions through social media reach over 10k people per week.



## About



The Hogs and Hens BBQ Festival has steadily grown since its kickoff in 2013, drawing thousands to our charming town. The two-day festival takes place on the third weekend in October and features live entertainment, handcrafted vendors, and local barbeque teams serving up ribs, hash, chicken, and pulled pork.

When: Friday, October 15<sup>th</sup>  
to Saturday, October 16<sup>th</sup>,  
2021

Where: Downtown  
Abbeville

Anticipated Attendance:  
5,000-7,000

# City Opera House Events

## Event Profile

### Event Sponsor: \$2,000 (maximum of 2)

Includes two tickets to each show (90 total), and prominent listing of company logo on Opera House Website, tickets, event brochure, placard in lobby, recognition at all events, radio mentions during ads on 92.9, and recognition on Square Marquee. Upon request, company banner can be hung from front of stage.

### Corporate Sponsor: \$1,000

Includes one ticket to each show (45 total), company logo on Opera House Website, event brochures, and social media mentions. Upon request, company banner can be hung from front of stage.

### Silver Sponsor: \$300

Includes 6 tickets total, company name listing on Opera House Website and event brochures. Upon request, company banner can be hung from front of stage.



ABBEVILLE  
OPERA  
HOUSE

## About



The City is excited to resume Opera House performances in 2021 following major renovations to the Opera House.

Performances are scheduled for almost every weekend of the year beginning in January. We're thrilled to bring stand-up comedy, live music, movies, plays, and more to downtown Abbeville and our historic Opera House.

When: Friday and/or Saturday Nights at the Opera House with some matinee performances.

Where: Abbeville Opera House

Anticipated Attendance: 10,000-15,000 annually