



South Carolina Strawberry Festival Sponsorship Packet

May 2-3, 2025-Festival Days
April 5-29 Pre-Festival Community Events

About the Festival

The South Carolina Strawberry Festival began in 2010 and is hosted by the Town of Fort Mill annually the first Friday and Saturday in May. The event is held in Walter Elisha Park, 345 N. White Street, and features the beautiful Fort Mill Amphitheater. 2025 will be the 16th Year of the Festival!

The South Carolina Strawberry Festival features great music, children's entertainment, strawberry eating contests, food, vendors, rides, fireworks, strawberries and so much more!

Leading up to the festival in the park, a number of community events are featured. This year's schedule includes the Strawberry Soirée, Little Miss, Teen, Miss and Ms. Strawberry Pageants, Strawberry Sprint & Stroll 5K, Strawberry Scavenger Hunt, Berry's Bash, and the Strawberry Festival Golf Tournament.

The South Carolina Strawberry Festival showcases our beautiful Historic Fort Mill and provides a venue where residents, friends and visitors come together in a fun, safe, and family-friendly environment. The festival seeks to encourage economic development, enhance quality of life and foster community pride and engagement.

Festival sponsorship is a great marketing opportunity for your business to position itself in front of thousands of people! Let's partner together to promote your business to a captive audience and promote our beautiful Town of Fort Mill!

Please see the Sponsorship Opportunities and feel free to contact us with any questions.





SPONSORSHIP OPPORTUNITIES

Top Tier- SC Strawberry Festival Presenting Sponsor (\$25,000)

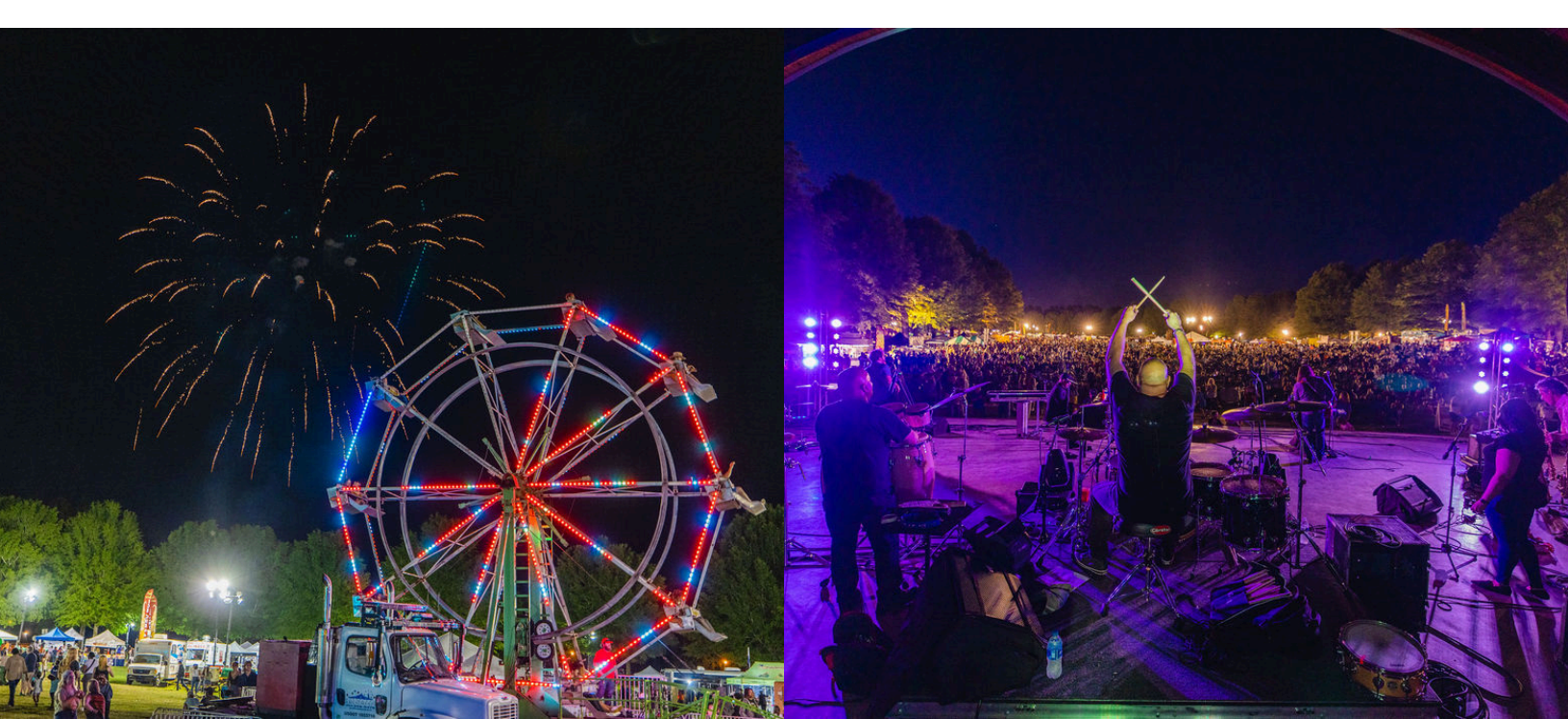
- Exclusive Sponsor of the 2025 SC Strawberry Festival on Friday-Saturday, May 2-3, 2025
 - Official Designation as “Presenting Sponsor”
- Exclusive festival event signage/promotions, including the following:
 - Business logo placed on video screen during Festival
 - Recognition during Opening Ceremony of the Festival
 - Linked Business logo prominently placed on Sponsor Page of Festival website
 - Business logo on Festival map/brochure (printed & digital)
 - Exclusive page on Festival website
 - Best Seat in the House Tent Area located near Amphitheater Stage featuring refreshments & seating
- Exclusive Pre-Festival Events signage/promotions, including the following:
 - Linked Business logo placed on Festival website pages for the following:
Strawberry Soirée, Strawberry Pageants, Strawberry Sprint & Stroll 5K, Strawberry Scavenger Hunt, Berry’s Bash and Strawberry Golf Tournament
- Premier booth/site location at the Festival
- Premier booth location at the golf tournament
- Vendor booth at the Strawberry Sprint & Stroll 5K
- Vendor Table at the Strawberry Festival Pageants
- Registration for 8 in Strawberry Festival Golf Tournament
- 4 tickets to each of the Strawberry Festival Pageants
- Prominent position of business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - SC Living Magazine
 - 1 Billboard promoting Festival by Town & Presenting Sponsor
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)



Second Tier- Blossom (\$15,000)

- Exclusive Main/Supporting Sponsor of these events:
 - Supporting Sponsor of the South Carolina Strawberry Festival
 - Main Sponsor of the South Carolina Strawberry Festival Golf Tournament-Tuesday, April 29, 2025
 - Main Sponsor of the South Carolina Strawberry Festival Pageants-April 11-12, 2025
- Exclusive Festival and event signage/promotions, including the following:
 - Prominent signage at each event-pageants, golf tournament and Festival
 - Business logo placed on video screen during Festival
 - Linked Business logo prominently placed on Sponsor Page of Festival website
 - Linked Business logo placed on specific event pages on Festival website
 - Business logo on Festival map/brochure (printed & digital)
 - Prominent booth location at the Festival (up to 3 spaces)
 - Prominent booth location at the golf tournament (1 space)
 - Vendor table at the pageants
- Registration for 4 in the SC Strawberry Festival Golf Tournament
- 4 tickets to each of the Strawberry Festival Pageants
- Large business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)





Third Tier- Sprout (\$10,000)

- Exclusive Main sponsor of one (1) of these Events/Activities at Festival on Friday & Saturday, May 2-3, 2025:
 - Amphitheater Entertainment Stage
 - Fireworks Show
 - Carolina Pedicab (the pedicabs transport festivalgoers between the Downtown lots & Festival Grounds)
 - FMSD Bus Transportation (buses transport festivalgoers between the 3 High Schools & Festival Grounds)
 - Special Event Attractions (2) (Pretty Bird Paradise & Pork Chop Revue)
 - Family Fun Zone (rides area & entertainment tent featuring eating contests & entertainment throughout both days)
- Exclusive Festival event signage/promotions, including the following:
 - Prominent Signage at specific event/activity
 - Business logo placed on video screen during Festival
 - Linked Business logo prominently placed on Sponsor Page & individual event/activity pages as applicable on Festival website
 - Business logo on Festival map/brochure (printed & digital)
- Prominent booth location at the Festival (up to 2 spaces)
- Registration for 4 in the SC Strawberry Festival Golf Tournament
- Large business logo on Festival t-shirt
- Your business featured in Strawberry Festival advertising in the following:
 - Social media mentions on Strawberry Festival accounts (Including Facebook, Instagram & X)





Fourth Tier- Patch (\$5,000)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - Business logo on Festival map/brochure (printed & digital)
- One (1) 10x10' vendor booth space
- Medium-sized logo on Festival t-shirt

Social media mentions on Strawberry Festival accounts
(Including Facebook, Instagram & X)



Fifth Tier- Sweet (\$2,500)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - One (1) 10x10' vendor booth space
 - Small-sized logo on Festival t-shirt
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Sixth Tier- Seedling (\$1,000)

- Exclusive Festival event signage/promotions, including the following:
 - Linked Business logo on Sponsor Page of Festival website
 - One (1) 10x10' prominent vendor booth space
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Seventh Tier-Strawberry Festival Friends (\$500)

- Linked Business logo or Individual Name on Sponsor Page of Festival website
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Festival Analytics



Festival Attendance

36K
(2023- 1 Day Event)



Festival Vendors

195
(2024)



Festival Volunteers

50+
(2024)

Festival Website & Social Media Analytics



Unique Visitors

62K+
(2024)



Website Sessions

100K+
(2024)



Social Media Reach

800K+
(2024)



Social Media Followers

40K+
(2024)





Festival Sponsorships can be customized. For all sponsorship inquiries, contact:
Jacona Hester, Events Coordinator



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