



CHARLESTON OUTDOOR FESTIVAL
2020 SPONSORSHIP PROPOSAL



ABOUT THE FESTIVAL



CHARLESTON OUTDOOR FESTIVAL
APRIL 18-19, 2020
JAMES ISLAND COUNTY PARK

In its 30th year, the [Charleston Outdoor Festival](#) has grown in popularity and provided a positive venue to showcase Charleston and outdoor pursuits. Whether you're a devoted outdoor sporting enthusiast or just beginning to explore nature's playground, you'll find your perfect fit for fun and fitness. Canoeing, kayaking, paddleboarding, rock climbing, slacklining, mountain biking, archery, disc golf, live music, and more.

2019 AT A GLANCE:

- Over 4,500 total county park attendees (two-day festival)
- 1,100 Registrants
- Over 900 Try It Pass participants (range of festival activities)





SUPPORTING SPONSOR • \$3,500 (5 AVAILABLE)

- **Lodging:** Cottage at James Island County Park (Friday –Monday)
- **Facebook:** Company recognition with link on festival’s Facebook page prior and post event
- **Twitter:** Company recognition with link on Twitter prior to festival
- **Eblasts:** Logo with hyperlink on eblasts (a week prior to festival; 40K database)
- **Print:** Logo included on ads (*Lowcountry Parent* and *City Paper*)
- **Posters:** Logo included on posters (deadline: February 17)
- **Website:** Logo with link on the festival’s webpage
- **Banner Placement:** Banner hung at main stage (banner provided by sponsor)
- **Stage Announcements:** Numerous live mentions throughout the festival
- **Onsite Signage/Recognition:** Listed as Supporting Sponsor at **ONE** of the following locations: Registration Booth, Campground, , On water Try IT Areas
- **Onsite Presence:** TWO water front and SIX trail front (sponsor provides tents)

FESTIVAL SPONSOR • \$2,000

- **Posters:** Logo included on posters
- **Website:** Logo with link on the festival’s webpage
- **Banner Placement:** Banner hung at main stage (banner provided by sponsor)
- **Stage Announcements:** Numerous live mentions throughout the festival
- **Onsite Signage/Recognition:** Listed as Festival Sponsor at **ONE** of the following locations: Portable Climbing Wall or Cardboard Canoe Race
- **Onsite Presence:** ONE water front and THREE trail front (sponsor provides tents)

EXHIBIT SPONSOR • \$1,000

- **Stage Announcements:** Numerous live mentions throughout the festival
- **Onsite Signage/Recognition:** Listed as an Exhibit Sponsor at **ONE** of the following locations: Short Track Mountain Bike Race or Challenge Zone
- **Onsite Presence:** ONE premier water front space (sponsor provides tent)

PADDLE SPONSOR • \$500

- **Stage Announcements:** Numerous live mentions throughout the festival
- **Onsite Signage/Recognition:** Listed as an Exhibit Sponsor at **ONE** of the following locations: Short Track Mountain Bike Race or Challenge Zone
- **Onsite Presence:** ONE trail front space (sponsor provides tent)



Charleston is known for rich history, well-preserved architecture, a celebrated restaurant community, and southern hospitality. For years, Charleston has been named Best Small City by *Condé Nast Traveler*.

Be one of the commercial exhibitors to give attendees a chance to try before they buy. At the festival, you will be in front of thousands of consumers who will have access to your paddlesports, biking, climbing, and other outdoor related accessories. Below details the vendor opportunities during the festival:

PADDLESPOrts AND OUTDOOR VENDOR RETAIL AREA

Hours: Saturday, April 18, from 10am-5pm and Sunday, April 19, from 10am –4pm

Exhibit Sites: The exhibit area has paved walking trails allowing participants easy access to all exhibit sites.

- **Waterfront minimum size of a single exhibit site is 35'x14'**
(between trail and lake, includes 1 table, 2 chairs and 2 staff registrations):
 - \$365 on or before February 15
 - \$395 after February 16
- **Trail-front minimum size of a single exhibit site is 10'x14'**
(between trail and road, includes 1 table, 2 chairs and 2 staff registrations):
 - \$110 on or before February 15
 - \$125 after February 16
- **Optional Items:**
 - **10X10 tent** \$220 (with side walls add \$90)
 - **20x20 tent** \$320 (with side walls add \$180)

The festival is registered with the state of South Carolina as a Special Event. You are responsible for filing the appropriate SC Department of Revenue tax forms to the following address:

South Carolina Department of Revenue

1 Southpark Circle, Suite 100

Collections Division

Charleston, SC 29407

Phone 843.852.3600 or Fax 843. 556.1780

Forms will also be available onsite at the exhibitor registration. Thank you!

QUICK REFERENCE VENDOR OPPORTUNITIES



If you're interested in being a vendor, please visit CharlestonCountyParks.com and complete the online vendor application. Charleston County Parks will review your application and notify you via email. An invoice from our Park & Program Services will also be emailed detailing payment options.

QUICK REFERENCE VENDOR OPPORTUNITIES		
Waterfront: 35'x 14' Includes 1 table and 2 chairs	<ul style="list-style-type: none"> • \$365 each ON or before February 15 • \$395 each AFTER February 16 	<ul style="list-style-type: none"> • Each exhibit site includes 2 staff registrations • Each additional staff \$10 per person
Trail-front: 10'x 14' Includes 1 table and 2 chairs	<ul style="list-style-type: none"> • \$110 each ON or before February 15 • \$125 each AFTER February 16 	All Staff working your site must be registered
10x10 Tent Rental (optional) 20x20 Tent Rental (optional)	<ul style="list-style-type: none"> • \$220 each - side walls add \$90 • \$320 each - side walls add \$180 	
Extra Tables (optional)	<ul style="list-style-type: none"> • \$5 each 	
Important Dates:		
<ul style="list-style-type: none"> • April 17: Vendor registration and set-up day 10am-5pm 		

CONTACT INFORMATION:

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