

THE Cheerwine FESTIVAL

SALISBURY, NC

2024 SPONSOR BENEFITS

MAY 18, 2024

DOWNTOWN SALISBURY



We value our sponsors. If not for them, the festival would not be what it is today. Your company will be an integral part of the Cheerwine Festival's success, while gaining brand recognition and awareness among festival goers and media.

- 7th annual event with City of Salisbury, NC partnership
- 100,000 attendees in 2023
- 68% first time attendees and 32% attended multiple years - exhibiting heavy, dedicated promotion & value
- 89% attendees from NC and 18+ states represented
- 12MM+ media impressions
- Interest and massive reach locally and nationwide for a one-day event

SPONSOR COMMITMENT DEADLINE: MARCH 1, 2024

BENEFITS	PRESENTING SPONSOR \$12,500	GENERAL SPONSOR \$6,500	SMALL BUSINESS \$2,500 <small>Must be a small business to qualify. Limited number of spots. Local companies will be considered first.</small>	IN-KIND DONATION* <small>*Requirements: Donation of services or product to assist with festival day.</small>
Naming rights to specific Festival area <small>(Available areas: Transportation Sponsor, Band Sponsor and more)</small>	🍒			
Band Headliner meet & greet passes	🍒			
\$120 Festival dollars valid at Salisbury restaurants/shops	🍒			
Inclusion in all Festival press releases	🍒			
Logo on official Festival t-shirt	🍒	🍒		
Booth space at the Festival <small>(only 10 spots available)</small>	🍒	🍒		
Promoted on main stage	commercial air time	announcements	announcements	
Social media mentions leading up to event	5 mentions	3 mentions	1 mention	
Logo on select signage or banners at the Festival	🍒	🍒	🍒	
Logo on the Festival website	🍒	🍒	🍒	🍒
Tax deductible	🍒	🍒	🍒	🍒

CONTACT VIVIAN KOONTZ WITH THE CITY OF SALISBURY FOR MORE INFORMATION. OFFICE: 704-638-5294 EMAIL: VKOON@SALISBURYNC.GOV

THE **Cheerwine** FESTIVAL

SALISBURY, NC

AWARD-WINNING FREE FAMILY-FRIENDLY EVENT

CHEERWINE FESTIVAL BY THE NUMBERS



★ NORTH CAROLINA RECREATION & PARK ASSOCIATION: INNOVATIVE PROGRAM AWARD

★ NORTH CAROLINA ASSOCIATION OF FESTIVALS & EVENTS: BEST WEBSITE

★ NORTH CAROLINA MAIN STREET: BEST DOWNTOWN SPECIAL EVENT

★ CENTRALINA REGIONAL COUNCIL: REGION OF EXCELLENCE AWARD

