



## SPONSORSHIP OPPORTUNITY

Contact:

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# Summer on Augusta

Summer on Augusta is a four day celebration of the historic Augusta Road business district and the surrounding community. Participating businesses along Augusta Road will celebrate with festivities, block parties, live music and entertainment, grand openings, sidewalk extravaganzas, prize drawings, kid's activities, special events, a dance contest, pie contest and great food & cool drinks. **Dates:** Thursday, June 20<sup>th</sup> – Sunday, June 23<sup>rd</sup> 2019 **Locations:** Over 30 participating businesses

## Celebration Sponsor - \$1,750

- **LOGO PLACED ON**

1. Promotion Posters
  - Placed at businesses and community boards
  - Additional Posters delivered to all sponsors
2. Event Brochure
  - Logo placed on Brochure as a celebration supporting sponsor
  - Brochure includes all events details and a map of sponsor and participant locations
  - 11 x 17 folded to 8.5 x 11 on display for public to take at all participating biz.
  - Brochure will be delivered with newspapers (est. of 30,000 printed)
3. Signage
  - Large SOA banners listing all sponsors that will hang along Augusta Road at all featured event locations.
  - **Sponsor Banner** – Please provide a 2.5 x 4.5 (or close) banner to go up at all events (contact Clair to discuss options 864-325-6534)
4. ARBA in Residence Student Posters
  - ARBA will be working with Mrs. Fink's Graphic Arts Class at Hughes Academy
  - Each student or team will create original poster art that depicts the Summer on Augusta celebration.
  - Various entries will be printed and put up at a participating locations.
  - All entries will be printed and displayed, gallery style, in one location
  - Your logo as a sponsor will be displayed on each poster.

- **LOGO ON ONLINE MARKETING**

1. Website
2. Email Blasts/ Newsletters to all Augusta Road contacts and merchant contacts (ARBA does send out some emails to the members that are just reminders or quick event organizational emails. These quick emails will not have embedded logos.)
3. Social Media

- **LISTED AS A SPONSOR ON ALL OF THE FOLLOWING:**

1. Press Releases
2. Media Alerts
3. Media Kits
4. SOA blog and articles on [www.onlyonaugusta.com](http://www.onlyonaugusta.com)

- **SOA ADVERTISING**

In the past we have done more print advertising which includes the Greenville News. We will do some with them yet Clair Ray is currently planning to place a larger focus in digital and social areas. We hope you trust us to maximize the exposure of SOA and your business as a partner.

- |   |   |
|---|---|
| 1. The Greenville news<br>Brochure Insert               | 3. Online Digital Ads<br>GVLToday<br>Kidding Around Greenville<br>Local Websites and Blogs<br>Ion Greenville<br>Google/Social |
| 2. Greenville Journal<br>Brochure Insert<br>Double Page | 4. Social Media and Social Ads<br>Facebook, Instagram, Nextdoor   |

- Summer on Augusta memory clips video will be created this year and your logo included as well as photo/s of your team at past events.
- Ability to place a table, tent, or kiosk with a representative at **one** participating location to promote your business. (See event line up below) \*\*Please know that your banners will be up and visible at each event and your business will be announced at every event.
- Invitation to the SOA Kickoff Party (date TBD)
- Ability to invite 6 additional guests to the Kickoff party. Sponsor, spouse and each additional guest will get one free drink ticket.
- Includes free ARBA membership for one year. This is normally \$265 per year.
- Sponsor Exclusive Social Media Art
  - Individual creative artwork that represents your partnership and involvement as a sponsor of Summer on Augusta
  - Clair will work with you and your team to create a 1080 x 1080 px image or higher if needed.
  - We will use to spread the word about you and you can of course use as well!
- This year we are putting together an SOA Committee of some of the people who have attended and showed great support over the past years. Their job will be to help get the word out through their own social outlets. We will encourage others to do this as well. The individual support will spur the community to do the same.

## **The 2019 Featured Events include:**

***We are always open to new ideas for SOA so if you got something on your mind let us know!***

SOA VIP Kickoff Party (TBD)

Thursday Evening, June 20 – 5 to 8 p.m. Capers Place Block Party with live music  
(Savvy Boutique and Reedy River Dentistry Shopping Center)

Friday Evening, June 21 – 6 to 9 p.m. Grillin' & Chillin' with live music at Augusta Commons  
(Elephant's Trunk Shopping Center)

Saturday Afternoon, June 22 – 2 to 4 p.m. Pie Contest at The Pickwick Pharmacy & Soda  
Fountain

Saturday Eve, June 22 – 5:30 to 8:30 p.m. Shaggin' on Augusta and Shag Contest  
(Lot beside Meals on Wheels)

Saturday Night, June 22 – After Hours at The 05

Sunday Afternoon, June 23 – 1 – 5 p.m. Festivities and games and Cookout at Trinity  
(Front lawn of Trinity)

***See the next page for the sponsorship agreement!***



## 2019 Sponsorship Agreement

### **\*Please Note**

1. Featured events can change and are organized by the host businesses. These businesses do have the Right to change featured event names, create a new theme for an event, change dates and times (within reason). If changes take place it will be in the best interest of boosting the attendance to all of the Summer on Augusta festivities.
2. ARBA reserves the right to renegotiate, change or edit advertising placement and/or sponsorship benefits to better serve the promotion of SOA and its sponsors. *(If you need further clarification on this please contact Clair Ray at 864-325-6534)*

Type of Sponsorship\_\_\_\_\_

Business Name\_\_\_\_\_

Business  
Representative\_\_\_\_\_

Contact Information\_\_\_\_\_

Email\_\_\_\_\_ Phone\_\_\_\_\_

Address\_\_\_\_\_

Sponsor Signature\_\_\_\_\_ Date\_\_\_\_\_

ARBA Rep. Signature\_\_\_\_\_ Date\_\_\_\_\_

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