



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, prize drawings, kid's activities, special events, a dance contest, pie contest and great food & cool drinks. **Dates:** Thursday, June 18th – Sunday, June 21st 2020 **Locations:** Over 30 participating businesses

Celebration Sponsor - \$1,850

- **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 size if you have questions 864-325-6534)

4. ARBA in Residence Student Posters (FYI- Last year the teacher did not have time to get this project in. This line item depends on their academic schedule)

- 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

- **SOA ADVERTISING**

We will be doing print advertising like we have in the past but we plan to place a larger focus in digital and social areas. We hope you trust to maximize the exposure of SOA and your business as a partner.

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

- 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 can be images that were captured at past events or new footage/images.

The 2020 Featured Events include:

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

The 2020 Schedule is in creation now, below is an outline of possible events:

SOA VIP Kickoff Party – Date TBD

Thursday Evening, June 18 – 5 to 8 p.m. Capers Place Block Party with live music
(Savvy Boutique and Reedy River Dentistry Shopping Center)

Friday Evening, June 19 – 6 to 9 p.m. Grillin' & Chillin' with live music at Augusta Commons (Elephant's
Trunk Shopping Center)

Saturday Afternoon, June 20 – 2 to 4 p.m. Pie Contest at The Pickwick Pharmacy & Soda Fountain

Saturday Eve, June 20 – Happy Hour at Topsy Taco 4-7 pm

Thurs-Sat (or possibly only 1-2 nights) – After Hours at The 05 7:30 to 11 pm

Saturday Night, June 20 – After Hours at The 05

Sunday Afternoon, June 21 – 5:30 to 8:30 p.m. Shaggin' on Augusta and Shag Contest
(Augusta Village Shopping Center)

See the next page for the sponsorship agreement!



2020

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 _____

EMAIL TO : onlyonaugusta@gmail.com or clair@clairray.com