

🍺 BEER GARDEN SPONSORSHIP OPPORTUNITIES 🍺

**Oktoberfest "Fire and Ice" Celebration October 11, 2025 • Highway 78 Farmers Market
Dorchester Heritage Center, Ridgeville, SC**

EVENT OVERVIEW

Join us for Dorchester County's premier fall celebration featuring our signature **Beer & Wine Garden** as a centerpiece attraction. This full-day festival combines multiple events drawing 1,000+ attendees throughout the day, creating an ideal environment for brand exposure and community engagement.

Event Highlights:

- **Morning:** Inaugural Trail Ride supporting "The Trail That Heals"
- **Afternoon:** Chili Cook-Off Competition with beer pairing opportunities
- **Evening:** Hay Rides and Live Karaoke Entertainment
- **All Day:** Local vendors, food trucks, and family activities



🍺 BEER GARDEN PRESENTING SPONSOR - \$500 *Exclusive Premium Partnership*

EXCLUSIVE BENEFITS:

- **"Presented by [Your Business]"** prominently featured on all Beer Garden signage
- **Exclusive naming rights** to the Beer Garden area
- **Premium banner placement** at Beer Garden entrance (provided by sponsor)
- **Logo integration** on all Beer Garden promotional materials

MARKETING & RECOGNITION:

- **Featured prominently** in all event marketing materials and advertisements
- **Social media spotlight campaign** featuring your business story
- **Website homepage recognition** with logo and business description
- **Email newsletter feature** to 500+ subscribers highlighting your partnership
- **VIP recognition** during opening ceremony and announcements throughout day
- **Year-long recognition** as Beer Garden founding sponsor at future events

EVENT BENEFITS:

- **VIP hospitality area** with reserved table and seating for your team
- **Complimentary event admission** for up to 4 people
- **First selection** of beer/wine vendors to complement your brand
- **Networking opportunities** with other premium sponsors and community leaders

EXCLUSIVE OPPORTUNITY: Limited to ONE SPONSOR ONLY

🍺 BEER GARDEN PARTNER - \$250 *Supporting the Community Celebration*

RECOGNITION BENEFITS:

- **Partner-level signage** prominently displayed in Beer Garden area
- **Business name and logo** on Beer Garden promotional materials
- **Social media recognition** throughout the event weekend

- **Website listing** on event sponsorship page with business description
- **Recognition announcement** during event programming

MARKETING BENEFITS:

- **Inclusion** in all Beer Garden advertising and promotions
- **Email newsletter mention** to subscriber base
- **Photo opportunities** with branded signage for your marketing use
- **Association** with popular community gathering space

EVENT BENEFITS:

- **Complimentary event admission** for up to 2 people
- **Networking access** to Beer Garden area and other sponsors
- **Priority consideration** for future Beer Garden sponsorships

AVAILABILITY: Limited to **4 PARTNERS**

BEER GARDEN SUPPORTER - \$100 *Community-Minded Business Recognition*

RECOGNITION BENEFITS:

- **Business name** featured on Beer Garden supporter signage
- **Listing** in event program and promotional materials
- **Social media thank you** post highlighting your community support
- **Website recognition** on sponsor appreciation page

COMMUNITY BENEFITS:

- **Association** with popular community event
- **Networking opportunities** with other local business supporters
- **Positive brand association** with responsible community celebration
- **Future consideration** for enhanced sponsorship opportunities

EVENT BENEFITS:

- **Discounted event admission** for sponsors
- **Behind-the-scenes access** to event updates and planning

AVAILABILITY: Limited to **10 SUPPORTERS**

ALL SPONSORSHIP LEVELS INCLUDE:

COMMUNITY IMPACT:

- **Association** with "The Trail That Heals" project supporting veterans and first responders
- **Positive brand positioning** as community supporter
- **Tax-deductible contribution** (consult your tax advisor)

MARKETING VALUE:

- **Authentic community engagement** with local customers
- **Word-of-mouth marketing** from event attendees
- **Photo and video opportunities** for your business marketing
- **Long-term relationship building** with event organizers

PROFESSIONAL SETUP:

- **Licensed venue** through Heritage Center non-profit permit
- **Professional beer service** with trained staff
- **Designated consumption area** with proper barriers and seating
- **High-quality event production** reflecting well on all sponsors

AUDIENCE DEMOGRAPHICS

Target Attendees: 1,000+ throughout the day

- **Primary:** Adults 25-55 with disposable income
- **Secondary:** Families with children, seniors
- **Geographic:** Dorchester, Berkeley, Charleston Counties
- **Interests:** Local businesses, community events, craft beer/wine, outdoor activities

Attendee Profile:

- **Community-minded** individuals who support local businesses
- **Higher than average household income**
- **Active on social media** and likely to share positive experiences
- **Repeat customers** for businesses they discover at events

 **SPONSORSHIP INVESTMENT BREAKDOWN**

Level	Investmen	Recognition	Marketing	Exclusivity
Presenting Sponsor	\$500	Premium/Exclusive	Extensive	1 Only
Partner	\$250	High Visibility	Substantial	4 Available
Supporter	\$100	Community Recognition	Valuable	10 Available

 **IMPORTANT DATES & DEADLINES**

- **Sponsorship Commitment:** October 1, 2025
- **Marketing Materials Due:** October 5, 2025
- **Final Setup:** October 10, 2025
- **Event Day:** October 11, 2025

 **SECURE YOUR SPONSORSHIP TODAY**

Sponsorship opportunities are limited and will be allocated on a first-come, first-served basis. Early commitment ensures maximum marketing exposure and promotional benefits.

Contact Information: Denise Lee, Event Coordinator  manager@highway78fm.com  (360) 340-7344

Payment Options:

- Check payable to: Highway 78 Farmers Market
- Electronic payment options available upon request

 **WHY SPONSOR THE BEER GARDEN?**

The Beer Garden serves as a central gathering point throughout the day, ensuring your brand receives continuous exposure to engaged, adult attendees with purchasing power. This isn't just advertising - it's community partnership that builds lasting customer relationships and positive brand association.

Join us in creating Dorchester County's premier community celebration while showcasing your business to hundreds of potential customers!