

Celebrating 20 Years
LET'S GO NUTS!



EST **SC PECAN** **2003**
MUSIC & FOOD
FESTIVAL
FLORENCE, SOUTH CAROLINA



2024

Sponsorship Opportunities



Welcome to the 20th Annual SC Pecan Music & Food Festival Saturday, November 2, 2024

Historic Downtown Florence, South Carolina

Let's Go Nuts!

About Us

In 2003, the first SC Pecan Festival was held to bring the community together in Downtown Florence for fellowship, family fun, and to celebrate one of South Carolina's favorite nuts, the pecan! Downtown Florence was chosen to expose attendees to the transformation taking place in its historic core, and the festival has since taken its place in Florence history as a time-honored and much anticipated event each fall. In 2011, the SC Pecan Festival was designated as the Official SC State Pecan Festival by Act No. 9 of 2011. Since then, the festival has been the recipient of numerous awards including Best of the Pee Dee - Best Community Festival in 2014 and 2022. In 2017, Travel + Leisure Magazine Online named the festival as "Best Fall Festival in South Carolina." In 2020, the festival underwent an award-winning brand image change to become the SC Pecan Music and Food Festival to better represent the growth and change of both Downtown Florence and the festival itself. The 2024 Festival Committee is excited to invite you to be a part of what has become the largest free festival in the Pee Dee and to GO NUTS! with us on festival day.

The SC Pecan Music & Food Festival is a one-day outdoor festival featuring big-name entertainment across 9 stages, free kids fun zone, STE(A)M Zone, 250+ food, artisan, and retail vendors, classic car show, 5K/10K/half marathon and Metric Half Century/Century bike rides, a pecan pub, amusement rides, a complimentary shuttle service, and of course—PECANS! The festival attracts 50,000+ visitors annually.

Historic Downtown Florence offers an ideal setting for this multi-block festival. Streets are lined with food, retail, and craft vendors, stages on each block pulse with a diverse array of music and entertainment, and the lawn at the FMU Performing Arts Center is the perfect place for our kids fun zone and STE(A)M zone!

OUR MISSION

The SC Pecan Music & Food Festival strives to stimulate the local economy, entertain with exceptional live music, and involve the community and visitors in a fun-filled atmosphere.

The SC Pecan Music & Food Festival is guided and presented by a volunteer committee which assists in the development and implementation of the entire event. Planning takes place over a 10-month period each year and takes over 1,000 volunteer hours. The SC Pecan Music & Food Festival is a charitable program of the Florence Downtown Development Corporation, a 501(c)3 non-profit corporation.



STARSHIP feat. MICKEY THOMAS WILL HEADLINE THE MAIN STAGE AT THE 20TH ANNUAL SC PECAN AND MUSIC FESTIVAL IN DOWNTOWN FLORENCE, SC

1 BEAUTIFUL DAY IN
DOWNTOWN FLORENCE

250+ VENDORS

500 POUNDS OF PECANS SOLD

50,000+
FESTIVAL ATTENDEES

23,116
FACEBOOK FOLLOWERS
& FANS

30,000
WATERBILL INSERTS DELIVERED

5,000
DAY-OF GUIDES PRINTED

9
STAGES OF ENTERTAINMENT

45
PERFORMANCES



2024 Sponsorship Levels

Sponsoring the SC Pecan Music and Food Festival is a wonderful opportunity to get your business's products or services in front of a captive audience of 50,000 attendees each year. Sponsors of the festival return year after year because they enjoy a level of customized service, flexibility, and professional representation of their brands under the stewardship of the SC Pecan Music & Food Festival. This festival would not be possible without the investment of our sponsors. Thank you for considering the 20th Annual SC Pecan Music & Food Festival!

\$10,000

PRESENTING SPONSOR • \$10,000 SOLD

The Presenting Sponsor is the flagship of our sponsorship investments. This sponsorship is utilized to promote the festival throughout the community and keep attractions and entertainment free for visitors.

SUSTAINING SPONSOR • \$10,000 SOLD

The Sustaining Sponsor supports festival growth and diversity and helps to secure annual required services, equipment, and amenities for each festival year.

HEADLINE BAND SPONSOR • \$10,000

The Headline Band Sponsor supports the procurement of national talent that performs in the headline act position at the festival each year.

\$5,000

KIDS FUN ZONE SPONSOR • \$5,000 SOLD

The Kids Fun Zone Sponsor helps ensure that our kids fun zone activities, which include games, arts & crafts, inflatables, performances, face painting, and more, remain free for festival attendees.

PLATINUM MAIN STAGE SPONSOR • \$5,000 SOLD

The Main Stage features major regional and tribute-level talent, and is host to our headline band each year.

ARTS ON EVANS SPONSOR • \$5,000

Arts on Evans is a celebration of local art, culture, and is host to the Chalk it Up Art Contest, and public and community arts demonstrations and activities.

RUN LIKE A NUT SPONSOR • \$5,000 SOLD

Run Like a Nut is the festival's 5K, 10K, and USATF-certified half marathon running race through Downtown Florence's historic neighborhoods. This beloved race receives participation from across the east coast and courses are flat and fast.

ENTERTAINMENT SPONSOR (4 AVAILABLE) • \$5,000

The SC Pecan Music & Food Festival relies on our entertainment sponsorships to secure high quality talent across 9 stages of entertainment. Sponsorships also assist with professional sound on our stages.

\$3,000

\$4,500

GOLD STAGE SPONSOR • \$4,500 SOLD

The Gold Stage is situated opposite of our Main Stage and features local and regional major acts.

BEAUTIFICATION SPONSOR • \$3,000

Help us beautify our festival with fall foliage, potted plants, stage decorations, and balloon arches!

PARK & RIDE SPONSOR • \$3,000

The PDRTA Park & Ride Sponsor helps our festival-goers ease their parking frustrations by providing professional shuttles from satellite lots to the festival gates.

CLASSIC CAR SHOW SPONSOR • \$3,000

The Classic Car Show is a must-see attraction at the festival, with over 100 participating vehicles each year. The show is run by a professional car club that receives regional participation.

COMMUNITY INTERACTIVE ART SPONSOR • \$3,000

This sponsorship helps the festival secure interactive arts elements for the festival, from specialized performers to live muralists. Activities from this sponsorship take place inside Arts on Evans.

STE(A)M ZONE SPONSOR • \$3,000

The STE(A)M Zone provides interactive STE(a)M (Science, Technology, Engineering, Arts, and Math) hands-on activities suitable for tweens and teens. This area is organized in partnership with SC Commerce and exposes students to STE(a)M related career fields and sparks innovation through interaction!

QUESTIONS?

We are happy to work with you and customize your sponsorship. Reach out to Festival Chairman, George Jebaily at 843-319-9900 today!





2024 Sponsorship Levels

<p>\$2,500</p>	<p>SILVER STAGE SPONSOR (6 AVAILABLE) • \$2,500 Local and regional groups fill our silver stages and include the Gospel Stage, Jazz Stage, Pecan-Palooza Stage, Blues Stage, Kids Fun Zone Stage, and Dance Stage.</p> <p>PECAN PUB SPONSOR • \$2,500 Not your average beer garden, the Pecan Pub serves pecan-brewed and craft beers, guest brewers, live music, corn hole, and all of your favorite football on large TVs!</p> <p>BIKE LIKE A NUT SPONSOR • \$2,500 Cycling enthusiasts enjoy rural routes on the festival's Metric Century and Half Century Bike Rides! This event attracts cyclists from as far away as the Mid-Atlantic and delivers flat and fast courses.</p>
<p>\$2,000</p>	<p>CHALK IT UP! CHALK ART CONTEST SPONSOR • \$2,000 It's not just sidewalk chalk, it's a full blown art competition! This sponsorship supports the prizes and materials needed for our annual chalk art contest.</p> <p>STEM ACTIVITY BUS SPONSOR • \$2,000 The STEM Bus offers unique activities for children and teens with a focus on science, technology, engineering, and math!</p> <p>AMUSEMENT RIDE SPONSOR • \$2,000 Amusement rides are located near the Main Stage and offer thrilling family fun and games!</p> <p>SUPPORT SERVICES SPONSOR (2 AVAILABLE) • \$2,000 Festivals of this size require a lot of support services from port-a-jons to sanitation. This sponsorship helps offset the cost of equipment rental and staff.</p>
<p>\$1,000 - \$500</p>	<p>PECAN PARTNER (5 AVAILABLE) • \$1,000 Become a Pecan Partner and help support band, volunteer, and public safety hospitality, festival supplies, golf cart rental, our ice truck, and more.</p> <p>PECAN PAL • \$500 Love the Pecan Festival? Become a pecan pal at our individual giving level and help support the planning of this family favorite event year-round!</p>



QUESTIONS?

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2024 Sponsorship Benefits

\$10,000 LEVEL BENEFITS

- Large provided tent in prime location
- Prominent banner placement
- Prominent logo inclusion in print promotions
- Mention in radio advertising
- Prominent logo inclusion on TV ads
- Prominent logo inclusion in waterbill insert and day-of flyer
- Prominent logo inclusion on digital promotion
- Prominent logo inclusion on t-shirt
- Prominent logo inclusion on website
- Prominent logo inclusion on social media "cover image" and tagged mentions of company

\$5,000 LEVEL BENEFITS

- Flexible size booth space in prime location
- Prominent banner placement
- Prominent logo inclusion in select print promotions
- Mention in radio advertising
- Logo inclusion on TV ads
- Prominent logo inclusion in waterbill insert and day-of flyer
- Logo inclusion on select digital promotion
- Prominent logo inclusion on t-shirt
- Prominent logo inclusion on website
- Logo inclusion on select social media promotions and tagged mentions of company

\$3,000 LEVEL BENEFITS

- 10X10 booth space in prime location
- Banner placement at sponsored area
- Prominent logo inclusion in select print promotions
- Mention in select radio advertising
- Name inclusion on TV ads
- Logo inclusion in waterbill insert and day-of flyer
- Logo inclusion on select digital promotion
- Prominent logo inclusion on t-shirt
- Prominent logo inclusion on website
- Logo inclusion on select social media promotions and tagged mentions of company

\$2,500 LEVEL BENEFITS

- 10X10 booth space
- Banner placement at sponsored area
- Logo inclusion in select print promotions
- Name inclusion on TV ads
- Logo inclusion in waterbill insert and day-of flyer
- Logo inclusion on t-shirt
- Logo inclusion on website
- Logo inclusion on select social media promotions and tagged mentions of company

\$2,000 LEVEL BENEFITS

- Banner placement at sponsored area
- Logo inclusion in select print promotions
- Logo inclusion in waterbill insert and day-of flyer
- Logo inclusion on t-shirt
- Logo inclusion on website
- Logo inclusion on select social media promotions and tagged mentions of company

\$500 - \$1,000 LEVEL BENEFITS

- Name inclusion on select print media
- Name inclusion on t-shirt
- Logo inclusion on website
- Select tagged mentions of company on social media

WATERBILL INSERT/DAY OF FLYER

Our waterbill insert is one of our flagship promotional pieces, direct mailed to 30,000 customers ahead of the festival within the Florence metro area. Additionally, this festival guide is printed for on-site use the day of the festival and is available at all festival stands.

RADIO AND TELEVISION PROMOTIONS

Depending on investment level, sponsors may be named during :15 and :30 radio promotions. The festival also utilizes regional :30 television commercials including festival sponsors at the \$2,500 level and above.

BOOTH SPACE

Sponsors at the \$2,500+ are invited to join us with booth space. 10X10 spaces come with a tent, table, and chairs. Investors at the \$5,000+ level have flexible sized booth space up to 10X20. Investors at the \$10,000 level enjoy a 15X15 tent in a prime location with tables and chairs.

PRINT ADVERTISING

Sponsor logos are incorporated into event-specific and general print media promotions to include flyers, newspaper, and magazine distribution across a Southeast regional network.

Let's Go Nuts!

Are you ready to make a sponsorship investment with the SC Pecan Music and Food Festival? Contact us to day and get ready to GO NUTS! Interested sponsors should contact George Jebaily, 843-319-9900.

The SC Pecan Music and Food Festival reserves the right to customize or modify any of the listed sponsor benefits.



Our Reach



Visitor Demographics

50,000+

Annual Attendees

120 MINUTES

Average Attendee Dwell Time

467%

Daily Foot Traffic Increase Downtown on Festival Day

21.58%

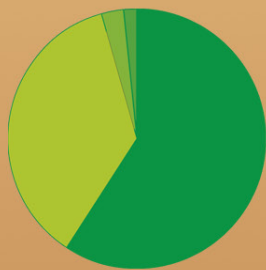
Attendees From Greater Than 50 Miles Away (2022)

27.02%

Attendees From 30-50+ Miles Away (2022)

50.2%

% of Attendees with HHl Greater Than \$60,000



- 53% White/Caucasian
- 38.1% Black/African-American
- 4.1% Hispanic
- 2.2% Asian

Data Source: Placer AI

Social Media

FACEBOOK REACH

444,600

unique users in 2023

PAID FACEBOOK REACH

176,000

unique users in 2023

FACEBOOK FOLLOWERS

23,116

fans and page followers

Our Facebook audience is primarily women, ages 25-64 (78%) and men ages 25-65+ (22%). Follower locations primarily include the Florence, Columbia, and Myrtle Beach, South Carolina DMAs.

Website Traffic

WEBSITE VISITORS

49,000

unique users in 2023

PAGE VIEWS

134,640

pages viewed in 2023

Our website, www.scpicanfestival.com was rebranded and launched as a stand-alone website in February 2021. Since 2022, our unique website visitors have increased 68% and page views have increased 54%. Most users find the site organically through a search engine or social media, and most traffic happens on mobile devices.

Print & Digital Media

Through our community partnerships with print and digital media outlets, our impressions top over 500,000 in the Florence and Myrtle Beach DMAs. We utilize print, digital display, and television media to promote the SC Pecan Music and Food Festival annually. Sample print ads may be found below.



