



53rd ANNUAL

MAY 10-12, 2024

HOLY TRINITY GREEK ORTHODOX CHURCH
53RD ANNUAL CHARLESTON

GREEK FESTIVAL



GET YOUR NAME IN FRONT OF 30,000+ PEOPLE IN JUST 3 DAYS!



BECOME A SPONSOR

The Greek Orthodox Church of the Holy Trinity's
53rd Annual Charleston

Greek Festival

May 10-12, 2024

www.CharlestonGreekFestival.com

The Charleston Greek Festival is the oldest, third largest, and one of the most popular festivals in Charleston. With an estimated 25,000- 30,000 attendees, the Charleston Greek Festival is an opportunity for your company to reach a wide demographic audience while promoting a positive brand. Be part of a captive audience, and experience publicity and networking galore...all this while improving consumer perception by being tied to a public charity event.

What You Get In Return

Collateral Materials

Sponsors of the Greek Festival will receive recognition on all printed and advertising materials such as posters, brochures, programs, and print advertising.

On-Site Booth Opportunities

The Charleston Greek Festival offers sponsors an opportunity to have a booth to display their product for 3 days. Booth space is available on a first-come basis for select levels. Tents, tables, and 2 chairs are provided for most sponsors. Electricity is available upon request. An early sell-out is predicted, so please send in your commitment early.

On Site Promotion

• Sales • Signage • Merchandise Giveaways • Product* sampling is welcome.

(*No food may be given out or sold at the festival by sponsors)

Electronic and Social Media Exposure

As a sponsor of the Greek Festival your company name will be rotated with other sponsor names in radio spots and social media posts.

Media Relations

The Charleston Greek Festival is supported by local media. Public service announcements do not include sponsor names. We do our very best to ensure that all sponsors receive the maximum exposure.

Happy Customers

Companies that give back to their community are well respected. Your presence at the Charleston Greek Festival will make your customers happy.



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Greek Festival gives back to the community by donating a portion of all proceeds to local charities. Your generous support and donation makes this possible.

Presenting Sponsor - \$25,000

- Exclusive sponsorship
- First right of refusal for Presenting Sponsor for the following year
- Your company logo on all marketing material (Greek Festival LOGO...presented by "Company Logo or Name"
- 20'x20' VIP Tent for 3-days
- 2 Reserved VIP Parking spots on site for 3-days
- 200 Festival Entrance Tickets
- 25 free dinners coupons
- Company logo/name recognition on sponsor banner
- Company banner displayed on main gate at entrance*
- Company banner displayed on VIP tent*
- Company Logo & URL link predominantly located on website
- Company name included on press releases and PSA's
- Company mentioned on all electronic & social media ads
- Company recognition throughout the weekend from Main Stage
- Large Greek Pastry tray

** Banners must be supplied by sponsor one week prior to event*

If you are interested in becoming a sponsor, contact:

Yanni Bohren, Greek Festival Sponsor Chairman • 619-433-2803 • Yanni@BohrenLaw.com



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Olympic Stage Sponsor - \$10,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 1,000 Branded Admission Tickets and 20 Meal Tickets
- Company Logo on Yia Yia's Goody Bags
- Company Logo on digital social media ads
- Prominent Branded Signage throughout Festival including main stage
- 10x10 Stand-alone tent for Company marketing and advertising

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- 1,000 Branded Admission Tickets and 20 Meal Tickets
- Company Logo on Yia Yia's Goody Bags
- Company Logo on digital social media ads
- Prominent Branded Signage throughout Festival including main stage
- 10x10 Stand-alone tent for Company marketing and advertising

Beer Garden Sponsor - \$7,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 15 Meal Tickets
- 10,000 22 oz. Stadium beer cups with option to purchase more
- One Branded Physical Banner Displayed at Booth
- Create your own Beer Garden Branding Area

Greek Trip Give-Away Sponsor - \$5,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 15 Meal Tickets
- One Branded Physical Banner Displayed at Booth
- Sponsor of the Greek Trip for 2 Giveaway

Porta-Potty Trailer Sponsor - \$4,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- Interior and Exterior Branding on all exterior Porta-Potty Trailers

Koozie Sponsor - \$4,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- 5,000 Branded Koozies included with option to purchase more

Shuttle Transport Sponsor - \$3,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- Signage at Pick up and Drop off Points and all Shuttles

Corporate Booth Sponsor - \$3,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- One social media post leading up to the Festival
- 10x10 Booth for presentation and showcase at Festival

360 Video Booth Sponsor - \$3,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- One social media post leading up to the Festival
- Branded Physical Signage around Booth
- 360 Video Booth will run for one 3 hour block on Friday and one 4 hour block on Saturday

SPONSORSHIPS
CONTINUED NEXT PAGE

* Sponsor-supplied banners are due one week prior to event. Sponsor responsible for delivering and picking up banner.

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Booze Bracelet Booth Sponsor - \$2,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- One social media post leading up to the Festival
- One Branded Physical Banner Displayed at Booth
- Branded Alcohol Pass Bracelets

Yia Yia's Goody Bag Sponsor - \$2,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- 1,000 Company Branded Tote Bags
- Several of these sponsorships are available

Sundries Sponsor - \$2,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- Napkins, Food Containers, Utencils, Paper Products, etc. or donation towards specific items needed for the Festival

Exclusive Food Booth Sponsor - \$2,000

- Sponsor 1 booth: Loukoumades, Wine, Pastry, Taverna, Gyro or Baklava Sundae
- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets and 10 Meal Tickets
- One Branded Physical Banner Displayed at Booth

Culinary Chef Live Demo Sponsor - \$1,500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- 100 Festival Admission Tickets
- Live Food Presentation Friday x1 and Saturday x2
- Branded Recipe Cards to giveaway to guests

Admission Ticket Sponsor - \$1,000

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival
- One social media post leading up to the Festival
- Company Logo/Advertisement on 5000 advanced Admission Tickets

Friends of the Festival - \$500

- Company Logo and Business Link on Digital Banners on Website
- Company Logo on Sponsor Banner at Festival

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2024 SPONSOR AGREEMENT

This agreement is made by and between the Greek Orthodox Church of the Holy Trinity and the below business (hereinafter referred to as "Sponsor". Please complete this agreement in full.

(PLEASE PRINT)

Name of Sponsor _____

Contact Name _____

Contact Address _____

City _____ State _____ Zip _____

Phone 1 () _____ Phone 2 () _____

Web site _____ Email _____

Sponsorship Level: (please check one)

Presenting (\$25,000) Shuttle Transport (\$3,000) Exclusive Food Booth (\$2,000)

Olympic Stage (\$10,000) Corporate Booth (\$3,000) Culinary Chef Live Demo (\$1,500)

Beer Garden (\$7,500) 360 Video Booth (\$3,000) Advanced Admission Tickets (\$1,000)

Greek Trip Give-Away (\$5,000) Booze Bracelet Booth (\$2,500) Friends of the Festival (\$500)

Porta-Potty Trailer (\$4,000) Yia Yia's Goodie Bag (\$2,500) In-Kind

Koozie (\$4,500) Sundries (\$2,500) Other

Authorized Signature _____ Date / / _____

Cash Check Other (please specify) _____

SPONSORSHIP DONATIONS ARE DUE WITH CONTRACT.

Please make checks payable and mail to:

Greek Orthodox Church of the Holy Trinity / Greek Festival

11 Race Street • Charleston, South Carolina 29403

For more information, contact Yanni Bohren | 619-433-2803 | Yanni@BohrenLaw.com

It is the sponsor's responsibility to provide a "vector line art" pdf file of their logo in order to include it on marketing materials. Please send to our graphics team at: tlash@bernsteinlash.com

In order to have your logo as a live link on our website, please supply us with your URL:

DISCLAIMER: THE GREEK ORTHODOX CHURCH OF THE HOLY TRINITY AND IT'S ORGANIZERS ARE NOT RESPONSIBLE FOR INFORMATION PROVIDED TO US BY SPONSORS. PLEASE MAKE SURE ALL INFORMATION PROVIDED TO US IS CORRECT.