

Let's Go Nuts!

NOVEMBER 6, 2021
DOWNTOWN FLORENCE



JOIN US TODAY!

GO NUTS WITH THESE SPONSOR BENEFITS //

SPONSOR LEVEL	SOCIAL MEDIA	WEBSITE	PRINT ADS	TV ADS	RADIO ADS	WATERBILL INSERT + DAY-OF FLYER	T-SHIRT LOGO	T-SHIRT LISTING	BANNER	BOOTH SPACE	LARGE TENT	BEER TICKETS
\$10,000	●	●	●	●	●	●	●	●	●	●	●	●
\$5,000	●	●	●	●	●	●	●	●	●	●	●	●
\$3,000	●	●	●	●	●	●	●	●	●	●	●	●
\$2,500	●	●	●	●	●	●	●	●	●	●	●	●
\$2,000	●	●	●	●	●	●	●	●	●	●	●	●
\$1,000	●	●	●	●	●	●	●	●	●	●	●	●
\$250 - 999	●	●	●	●	●	●	●	●	●	●	●	●



SOCIAL MEDIA

Sponsors are included and tagged in boosted social media posts and ads beginning Summer 2021. Engage with our 19,0000+ followers by sharing and liking posts.



WEBSITE LISTING

Sponsor logos are incorporated into SC Pecan Music & Food Festival event web pages and the sponsors web page at www.scapeanfestival.com.



PRINT ADVERTISING

Sponsor logos are incorporated into event-specific and general SC Pecan Music & Food Festival print media to include flyers, newspaper advertising, etc.



RADIO + TELEVISION ADVERTISING

Sponsor names are mentioned during 15- and 30-second radio commercials regionally and sponsor names and/or logos are included in 30-second regional television commercials.



WATERBILL INSERT + DAY-OF FLYER

Sponsor logos are placed in the water bill insert/day-of flyer and direct-mailed to 30,000+ households in the Florence area; additionally, the flyer is distributed to visitors on festival day from the FDDC booth.



PECAN FESTIVAL T-SHIRTS

Sponsor logos (\$2k+) and names (\$1k) are placed on the official SC Pecan Music & Food Festival t-shirt which is distributed to all volunteers and sold at the FDDC booth on festival day.



BOOTH SPACE

Sponsors at the \$2,500+ level are invited to join us on festival day in a complimentary 10X10 ft. booth with one table. Booths can be used for promotional giveaways, information, and to engage with our 50,000+ visitors in a unique way!

ACTIVATE YOUR SPONSORSHIP!

The SC Music & Food Pecan Festival encourages sponsors to engage our visitors and go nuts to make the most out of your sponsorship investment. Call us today for ideas on visitor engagement or to customize your sponsorship.

IN-KIND SPONSORSHIPS

Is your business or organization best positioned for an in-kind sponsorship of goods and/or services for the SC Pecan Festival? We would love to talk to you! Call George Jebaily at 843-319-9900.



WELCOME TO THE 17TH ANNUAL SC PECAN FESTIVAL SATURDAY, NOVEMBER 6, 2021

In 2003, the first SC Pecan Festival was held as a way of bringing the community together in Downtown Florence for fellowship, family fun, and to celebrate one of South Carolina's favorite nuts, THE PECAN! It 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 South Carolina 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 for Excellence as Best Community Festival in 2014. In 2017, Travel + Leisure named the Pecan Festival as the "Best Fall Festival in South Carolina." The 2020 SC Pecan Festival Committee is excited to invite you to be a part of what has become the largest free festival in the Pee Dee. In 2020, COVID-19 caused the cancellation of the festival; but the committee took the cancellation as an opportunity to rebrand the festival to become the SC Pecan Music & Food Festival. Let's Go Nuts!

The SC Pecan Music & Food Festival is a one-day outdoor festival featuring big-name entertainment across 8 stages, free kids fun zone, 250+ food, artisan, and retail vendors, classic car show, 5K/10K/half marathon and half century/century bike races, culinary contests, 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 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!

OUR MISSION

While preserving history and tradition, the SC Pecan Festival strives to stimulate the local economy, entertain, 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 Festival is a charitable program of the Florence Downtown Development Corporation, a 501(c)3 non-profit corporation.



THE OHIO PLAYERS PERFORM AT THE 2019 PECAN FESTIVAL DOWNTOWN FLORENCE, SC

SC PECAN FESTIVAL | BY THE NUMBERS

50,000

NUMBER OF ATTENDEES

265

VENDORS

8

STAGES OF LIVE ENTERTAINMENT
2018

19,311

FACEBOOK FANS

5,000

DAY-OF FLYERS PRINTED

30,000

WATER BILL INSERTS DELIVERED

500

POUNDS OF PECANS SOLD

1

BEAUTIFUL DAY IN DOWNTOWN FLORENCE



2019 SPONSORS

- Pepsi
- Florence County
- Florence Downtown Development Corp.
- City of Florence
- HopeHealth
- Sharonview Federal Credit Union
- Southern Eagle Crown
- Florence Toyota
- WBTW
- AECOM
- Five Star Chevrolet
- Five Star Nissan
- Carolina Bank
- South State Bank
- Evening Shade
- McLeod Health
- Jebaily Law Firm
- First Reliance Bank
- GEICO
- South Carolina Education Lottery
- Aiken & Co.
- Honda of South Carolina, Mfg.
- Sexton Dental
- ThermoFisher Scientific
- Duke Energy
- American Luxury Coach
- King Cadillac Buick GMC
- BTC Properties
- Wells Fargo
- Nan-Ya Plastics Corp.
- Hotel Florence
- Hyatt Place-Downtown
- Raldex Hotels
- High Rise Hotels
- Brown's RV
- Florence Morning News
- Diversity Works
- The Community Times
- Southern Flavor Magazine

RECENT MEDIA COVERAGE

- Florence Morning News/SCNow.com
- Florence News Journal
- WBTW News 13
- WMBF News
- WPDE News 15
- WBTW
- Travel + Leisure Magazine Online
- Myrtle Beach Sun News
- Discover South Carolina
- The Community Times
- Florence CVB
- iHeart Radio
- Cumulus Radio
- Community Broadcasters Radio
- FestivalNet
- Pinnacle Travel
- Eastern SC Heritage Region Pecan Trail
- Carolina Runner
- Only in Your State
- SC SCIWAY
- OneMain Financial Blog
- Eventcrazy.com
- Funtober.com
- Visit Pee Dee
- Diversity Works
- VIP Magazine
- Greater Florence Chamber of Commerce
- Margaret Holmes
- Live5News-Charleston
- Upstate Parent
- OutdoorLicious.com
- Free Times-Columbia
- The State
- The Daily News Detroit
- Great American Stations
- EatDrinkTravel.com
- Myrtle Beach Online
- ACP Hospitalist
- FoodReference.com
- Southern Flavor Magazine
- AAA Go! Magazine

SPONSORSHIP OPPORTUNITIES

\$10,000 LEVEL

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 ensure that fresh attractions can be added to the festival to bring something new each year. Supporting sponsorship dollars are also used to help keep current attractions free for visitors.

HEADLINE BAND SPONSOR • \$10,000

This sponsorship helps the SC Pecan Festival secure headline acts that will draw a diverse crowd to the event. The headline band plays on the Platinum Main Stage late in the afternoon.

\$4,500-5,000 LEVEL

KIDS ZONE SPONSOR • \$5,000 **SOLD**

The SC Pecan Festival Kids Zone is a completely free area for children and families to enjoy and includes family entertainment, circus-style acts, face painting, kids games, inflatables, and more!

PLATINUM STAGE SPONSOR • \$5,000 **SOLD**

The Platinum Stage features the headline act and several regional bands who command big audiences.

ARTS ON EVANS SPONSOR • \$5,000 **SOLD**

Arts on Evans transforms Evans Street into an artistic wonderland filled with music, immersive arts experiences, and more! This year, Arts on Evans brings back Chalk Like a Nut sidewalk chalk expo!

GOLD STAGE SPONSOR • \$4,500

This stage features local and regional bands with big regional followings. This stage also features an opening act for the headline band.

\$3,000 LEVEL

STE(A)M BUS SPONSOR • \$3,000

Located near the free kids fun zone, ScienceSouth on wheels offers children the opportunity to participate in hands-on STEAM related activities free of charge.

PARK + RIDE SPONSOR • \$3,000 **SOLD**

Each year, the SC Pecan Festival offers a complimentary shuttle service to bring visitors to the festival from satellite parking.

CLASSIC CAR SHOW • \$3,000 **SOLD**

Located on Evans Street, the Classic Car Show at the SC Pecan Festival is an annual favorite.

COMMUNITY MURAL SPONSOR • \$3,000

Located within Arts on Evans, watch as muralist, ARCY, creates a masterpiece LIVE during the festival!

\$2,500 LEVEL

SILVER STAGE SPONSOR (6) • \$2,500

Local and regional bands fill these stages, which include the Blues Stage, Gospel Stage, Pecan-Palooza Stage, Dance Stage, Kids Zone Stage, and Jazz Stage!

THE PECAN PUB SPONSOR • \$2,500

The SC Pecan Festival debuted the wildly successful Pecan Pub in 2016, which featured football games and craft beer tasting all day!

PECAN COOK-OFF SPONSOR • \$2,500

Local home-cooks battle to win big prizes using the festival's namesake ingredient, PECANS!

ANTIQUE TRACTOR SHOW SPONSOR • \$2,500

This attraction features antique tractors from as far back as 1910!

BEAUTIFICATION SPONSOR • \$2,500

Help make the SC Pecan Festival beautiful and festive with the colors of fall. This sponsorship helps defray the costs of making our stages and main attractions beautiful.

\$2,000 LEVEL

AMUSEMENT RIDE SPONSOR • \$2,000 **SOLD**

What's a great community festival without amusement rides?! This sponsorship helps to defray the cost of five amusement attractions.

BIKE LIKE A NUT SPONSOR • \$2,000 **SOLD**

This race features a half century and century distance road bike race through Downtown Florence and Timrod Park neighborhood.

RUN LIKE A NUT SPONSOR • \$2,000 **SOLD**

Runners compete in a 5K, 10K, or Half-Marathon in this nutty road race through Downtown Florence.

CHALK IT UP! SPONSOR • \$2,000 **SOLD**

Artists compete for prizes at our annual sidewalk chalk art competition held on W. Evans Street!

STE(A)M ZONE SPONSOR • \$2,000 **SOLD**

Created in 2017, the STE(A)M Zone exposes kids to the various career opportunities related to STE(A)M fields through interactive exhibits, games, and presentations.

PECAN PARTNERS + PALS

PECAN PARTNER • \$1,000

Pecan Partners support the operation costs of the festival including tent rental, convenience stations, sound equipment, band and volunteer hospitality, and more.

PECAN PALS • \$50-\$900

Pecan Pals is our brand new individual giving program. Funds are used to support entertainment costs and operational expenses.

2018 & 2019 ADVERTISING

SOUTH CAROLINA PECAN FESTIVAL BORN IN THE CAROLINAS

Let's Go Nuts!

SATURDAY, NOV. 2 • 10A-7P

8 STAGES OF LIVE ENTERTAINMENT • OVER 250 VENDORS • PECAN STANDS • ARTS ON EVANS FEATURING CHALK IT UPI CHALK ART CONTEST - LIVE MURALIST ARCY! - LIVE BLACKSMITH DEMOS • PECAN COOK-OFF • RUN LIKE A NUT • BIKE LIKE A NUT CLASSIC CAR SHOW • AMUSEMENT RIDES • PONY RIDES • PECAN PUB FEATURING PECAN BREWS • GIANT PECAN • FREE KIDS FUN ZONE • STEAJM ZONE • AND SO MUCH MORE!

free admission

PLAN YOUR FESTIVAL DAY AT WWW.SCPecanFestival.com

Sponsors: AECOM, Sexton DENTAL CLINIC, FLORENCE TOYOTA, DUKE ENERGY, ALC, KING CADILLAC BUICK GMC, INC.

2019 ATTRACTIONS AD

2018 PECAN COOK-OFF

SATURDAY, NOV. 3, 2018
11:00-12:00 | 100 BLOCK S. DARGAN
ALL ENTRIES DELIVERED BY 10:15 A.M.

\$100 FOR FIRST PLACE IN EACH CATEGORY

2018 COOK-OFF RULES

- Each entry must contain pecans and must be prepared from scratch by the contestant.
- Each entry must be prepared and presented in a sanitary manner for the safety of the judges. Judges reserve the right to disqualify entries deemed unsanitary.
- Entries may not be distributed to festival attendees and participants must remove prepared foods immediately following the awards presentation.
- Prizes will be awarded once all entries have been judged.

2018 JUDGES PANEL
Entries will be judged by a panel of three local community leaders for the 2018 competition.

2018 PECAN COOK-OFF ENTRY FORM
Participants must bring entry form, recipe, and dish to the Pecan-palooza Stage no later than 10:15 a.m. on Saturday, November 3.

NAME: _____
PHONE: _____
ADDRESS: _____
EMAIL: _____
NAME OF DISH: _____

CIRCLE RECIPE CATEGORY
APPETIZER ENTREE DESSERT

2018 COOK-OFF AD

WE'RE NUTS ABOUT SOCIAL MEDIA!

The SC Pecan Festival has had tremendous success in promoting festival activities through social media channels. The festival engages in both paid and non-paid promotions, and highlights sponsors of the festival as a whole as well as on individual event posts. Why are we nuts about social media? The relationships we are able to build have staying power and our fans are some of the most loyal you will find. We encourage our sponsors to share our posts and engage with our visitors!

View Results

30,030 People Reached (7) | 21,583 Engagements

Actions | People | Countries

Video Views: 21,583
Link Clicks: 150
Page Like: 1
Comments: 4
Shares: 41

South Carolina Pecan Festival - Florence, SC is with City of Florence and 6 others.
Sponsored

"Let's Go Nuts!" on Saturday, November 4th at the 14th Annual South Carolina Pecan Festival - Florence, SC! Click on the link below to check out this year's promo video, courtesy of WBTW News13!! We'll see you there!! <http://www.florencedowntown.com/downtown-ev.../pecan-festival/>

14th Annual South Carolina Pecan Festival - TV Spot
SCPECANFESTIVAL.COM | Learn More

109 Reactions 7 Comments 73 Shares



SOUTH CAROLINA PECAN FESTIVAL BORN IN THE CAROLINAS

SATURDAY 10AM-7PM
NOVEMBER 3, 2018
DOWNTOWN FLORENCE

FREE KIDS ZONE

GO NUTS WITH THESE EXCITING FEATURES

- CIRCUS STELLA AS SEEN ON THE ELLEN SHOW & NBC'S AGT
- JOY THE CLOWN • PETTING ZOO • INFLATABLES
- JESS WILLIS, STORYTELLER • KIDS CRAFTS • BALLOON ARTISTS
- LYNCHES RIVER NATURE DISCOVERY CENTER • BIKE GIVEAWAYS
- FUN GAMES • LIVE DEMOS • MUSIC • SUPER HEROES • & MORE!

SCHEDULE OF EVENTS

10:00 - CHEERLEADING EXPO • 12:00 - EXTREME CHEER & TUMBLE PERFORMANCE
12:30 - CIRCUS STELLA AT THE CIRCUS RING • 1:15 - DRIVEN BY DANCE
2:00 - CIRCUS STELLA AT THE CIRCUS RING • 2:45 - A SPECIAL TOUCH YOUTH STRINGS
3:00 - JESS WILLIS, STORYTELLER • 3:15 - PALMETTO YOUTH ACADEMY PERFORMANCE
3:30 - MAJOR VARSITY DANCE TEAM • 4:00 - CIRCUS STELLA AT THE CIRCUS RING
REGISTER TO WIN A BICYCLE FROM 10a-2:30p • BIKE GIVEAWAY AT 1:00 & 4:30 P.M.

STEM ZONE

JOIN LOCAL SCIENCE, TECHNOLOGY, ENGINEERING, & MATH LEADERS FOR LIVE DEMONSTRATIONS, INFORMATION, & MORE!
SKYWARD DRONES • NSBE • CIVIL AIR PATROL • FDTIC • IT-OLGY
STEM CENTERS-SC • CLEMSON EXTENSION • FLORENCE CO. SHERIFF'S OFFICE • FSD1 ROBOTICS TEAMS • SC GOVERNOR'S SCHOOL • FMU PHYSICS AND NASA TELESCOPES • SC NATIONAL GUARD • USDA AND MORE!

Sponsors: HOONDA, ScienceSouth ONWHEELS, DUKE ENERGY, ThermoFisher SCIENTIFIC

2018 KIDS ZONE AD

PROMOTING PECANFEST

Thanks to multiple media partners, the SC Pecan Festival was able to place more than 30 print ads throughout the Pee Dee region in 2019 in addition to delivering digital ads to over 50,000 people through the local newspapers.

Thanks to our partnership with local television media, we were able to promote the SC Pecan Festival on television and through digital video promotions, too!

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OUR FANS

78% WOMEN
22% MEN

18-24: 4% 45-54: 23%
25-34: 18% 55-64: 18%
35-44: 25% 65+: 11%

2021 SOCIAL STATS

19,428 PAGE LIKES

111,065 REACHED BY POSTS
(UNIQUE VISITORS/USERS)

RAVE REVIEWS

"Everything was awesome! I had a fantastic time, there was unity and love shown by attendees and we need more events like these to bring the community together."
-J. Hailes, Kingstree, SC

"The pecan festival is family friendly. It's an event where the entire family can hang out and have a great time. The food is amazing. Especially the red velvet funnel cakes. We will definitely attend the festival again next year."
-K. Graham, Bishopville, SC

"A fun time/way to spend time with the whole family of all ages, something for everyone to enjoy."
-K. Knight, Lake City, SC