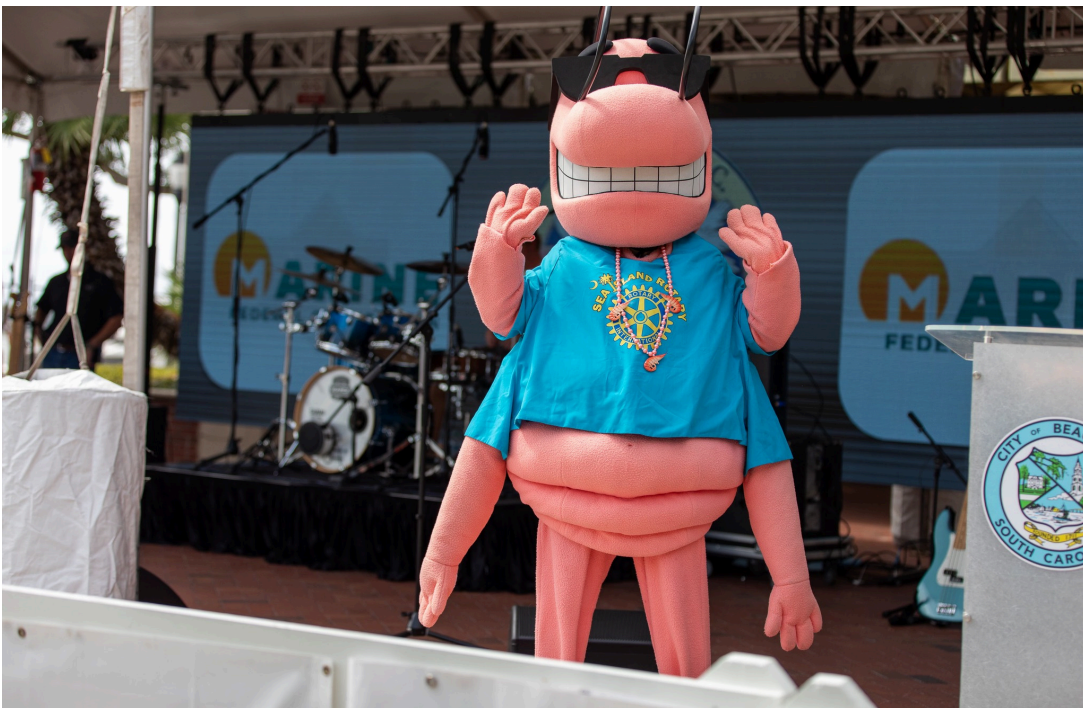




Sponsorship
INVITATION

October 2 & 3, 2026

Henry C. Chambers Waterfront Park





BE PART OF THE TRADITION

For over 30 years, the Waterfront Park has come alive with the irresistible flavors, sights, and sounds of the Beaufort Shrimp Festival! The annual event celebrates fresh, locally caught shrimp and the food, music, arts and culture that make the Lowcountry special.

Get ready for a weekend packed with live music to keep your toes tapping, a vibrant crafts market to spark your creativity, sponsor booths full of surprises, refreshing beer and wine vendors, fun family activities, and—of course—mouthwatering dishes sure to delight every palate. Whether you're a foodie or just love a good time, there's something for everyone at this two-day extravaganza.

Drawing over 12,000 festival goers each year, this free event is a can't-miss experience. And with 2026 shaping up to bring more record crowds of locals and visitors alike, there's no better time to join the fun. Mark your calendar, grab your friends, and come hungry—The Beaufort Shrimp Festival is waiting for you!



FESTIVAL SPONSORSHIP OVERVIEW

Why sponsor the Beaufort Shrimp Festival?

Sponsoring the Beaufort Shrimp Festival puts your business in front of thousands of engaged attendees while showing your commitment to the community. It's an opportunity to build brand recognition, connect with potential customers and talent, and align your company with one of Beaufort's most anticipated annual events.

How does sponsorship support the community?

Every dollar generated by the Beaufort Shrimp Festival goes directly back into Beaufort's Community Events.

Why is sponsorship essential?

The Beaufort Shrimp Festival relies on sponsorship support. To keep admission free to the public and produce a festival of this scale requires significant upfront investment—from stage setups and permits to logistics and marketing.

What do sponsors receive?

Your sponsorship delivers visibility to thousands of festival-goers and reaches thousands more through promotional campaigns and media coverage. Sponsors also receive exclusive access to our VIP tent with a dedicated beer and wine bar—ideal for hosting clients or rewarding your team. Refer to our sponsorship packages for complete details on brand exposure and event benefits.

Who's hosts the event?

The 2026 Beaufort Shrimp Festival is organized by the City of Beaufort.





FESTIVAL PROMOTION

Social Media

Promotion via social media platforms (including video content) from all festival organizing partners has a combined reach of more than 200,000 profiles.

Email

Promotion via emails and e-newsletters from all festival organizing partners has a combined reach of more than 20,000 individuals.

Website

During the weeks leading up to the event, beaufortshrimpfestival.com is expected to generate more than 10,00 unique visitors.

Radio and Podcast Advertising

Radio and Podcast promotion for the Beaufort Shrimp Festival will reach listeners across multiple stations in drive-radius markets, with sponsor recognition in select spots.

Media Coverage

The festival is covered before and after the event in local press including the Island Packet, Island News, and other regional media outlets.

On-Site Presence

Signage and banners recognizing sponsors will be displayed throughout the festival.

Video Content

Festival highlight videos and promotional clips shared across social media platforms generate thousands of additional impressions and engagement, with sponsor logos and/or interviews featured in select video content.

SPONSORSHIP LEVELS

PRESENTING SPONSOR – \$12,000 (*Only one available*)

Marketing & Visibility:

- Logo prominently featured on ALL marketing materials
- Recognition in all videos, podcast, and radio advertisements with ability to have representative speak
- All social media stating "Beaufort Shrimp Festival Presented by..."
- Dedicated social media posts (5+)
- Logo prominently placed on staff and volunteer t-shirts
- Exclusive Presenting Sponsor banner in prime location
- Logo with link on festival website with company write-up
- Recognition in all press releases
- Exclusive post-event thank you social media feature (2+ within 45 days)

Event Benefits:

- Recognition as the Presenting Sponsor by emcee
- 3–5-minute speaking opportunity on stage
- Prime booth location
- 12 VIP Tent entries
- 500 food & beverage tickets
- 4 parking passes per day

PLATINUM SPONSOR – \$6,000 (*2 available*)

Marketing & Visibility:

- Logo on all advertising materials
- Dedicated social media posts (3+)
- Logo placed on staff and volunteer t-shirts
- Exclusive sponsor banner in prominent location
- Logo with link on festival website

Event Benefits:

- Recognition as a Platinum Sponsor by emcee
- Priority booth location
- 10 VIP entries
- 350 food & beverage tickets
- 3 parking passes per day

SPONSORSHIP LEVELS

GOLD SPONSOR – \$3,000 (4 available)

Marketing & Visibility:

- Logo on select advertising materials
- Dedicated social media posts (2+)
- Medium logo placed on staff and volunteer t-shirts
- Sponsor banner displayed at festival
- Logo with link on festival website

Event Benefits:

- Recognition as a Gold Sponsor by emcee
- Booth space
- 8 VIP entries
- 300 food & beverage tickets
- 2 parking passes per day

SILVER SPONSOR – \$1,500

Marketing & Visibility:

- Logo on festival banner
- Small logo placed on staff and volunteer t-shirts
- Social media recognition (2+ posts)
- Logo with link on festival website

Event Benefits:

- Recognition as a Silver Sponsor by emcee
- Booth space
- 6 VIP entries
- 150 food & beverage tickets
- 1 parking pass per day



SPONSORSHIP LEVELS

BRONZE SPONSOR – \$1,000

Marketing & Visibility:

- Company name on festival signage
- Company name placed on staff and volunteer t-shirts
- Social media recognition (1+ post)
- Company name with link on festival website

Event Benefits:

- Recognition as a Bronze Sponsor by emcee
- Booth space (Saturday only)
- 4 VIP entries
- 100 food & beverage tickets
- 1 parking pass (Saturday only)

FRIEND OF THE FESTIVAL – \$500

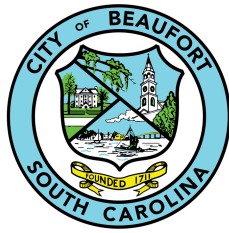
Marketing & Visibility:

- Company name on festival signage
- Company name with link on festival website
- Social media recognition (1+ shared post)

Event Benefits:

- 2 VIP entries
- 50 food & beverage tickets





2026 Beaufort Shrimp Festival

Sponsorship Agreement (please print or type)

Business/Organization Name: _____

Contact Name: _____

Physical address: _____

City, State, Zip Code: _____

Billing Address (if different): _____

Office: _____

Cell: _____

Email: _____

Website link: _____

Sponsorship Level & Amount: _____

If your sponsorship provides for it, would you like booth space? Yes or No

Do you require electricity? (electricity is limited to 110v) Yes or No

Please make all checks payable to City of Beaufort or contact us to pay via credit card

Please email high resolution logos to jpointer@cityofbeaufort.org

Sponsor Signature _____ Date _____

Please return to:

City of Beaufort Downtown Operations & Community Services

500 Carteret St, Ste B2, Beaufort, SC 29902

Attn: Jennifer Pointer

Cell Phone: 843-929-7791

jpointer@cityofbeaufort.org

Thank you for your supporting the Beaufort Shrimp Festival