



## **Trip Page Education Initiative**

*Committed to growing, responsible, aware and giving individuals*

**ShineFest Sponsorship Package**

([www.shinefestcharleston.com](http://www.shinefestcharleston.com))

The **Trip Page Education Initiative (TPEI)** is pleased to announce the first annual **ShineFest**; scheduled for Saturday, October 17, 2009 at Joe Riley Stadium in downtown Charleston, SC. Continuing in the spirit of Trip Page 100% of the proceeds from this TPEI event will be donated to two major educational entities in Charleston, the **Citadel Foundation** and the **Charleston County School District (CCSD)**. More specifically, money donated to the Citadel Foundation (50% of total festival proceeds) will be used within the endowed Trip Page Scholarship (<http://www.citadel.edu/tcf/donors/profiles/page.shtml>), which was created in memory of the late Citadel Cadet, to fund a student during their four years of study at the college. Money (40% of proceeds) donated to the CCSD will be used to replace diminishing grant money being used by the Charleston County School Climate Office to implement Positive Behavior Support (PBS) programs ([www.pbis.org](http://www.pbis.org)) in area schools. PBS programs, established by the Office of Special Education Programs, US Department of Education, train teachers to use consistent, positive methods to influence student behavior and create an environment where learning can thrive. In addition, the remainder of money (10% of proceeds) will be donated to the Charleston Book Buddies to expand their elementary school literacy programs in economically depressed regions of Charleston County.

**ShineFest** will be a day-long music festival designed to be fun for all ages, while supporting education and promoting the awareness of all that's good. In addition to live music featuring national, regional and local artists, ShineFest will boast a 'Children's Universe' hosted by Creative Spark ([www.creativespark.org](http://www.creativespark.org)), a kids' concert performance and parade by Sol Driven Train, a community village featuring local non-profit and community organizations and a slew of other activities for the young and old alike. Patrons of ShineFest will be able to enjoy all the amenities and vending usually found at the baseball park and for an additional fee may venture into the VIP area established on the grounds. Books and school supplies will be collected upon entrance of the festival from participating attendees who will receive a free festival t-shirt in return. The supplies collected will go to the CCSD (90%) and Creative Spark (10%); and books collected will be donated to the Charleston Book Buddies, for use in their literacy improvement programs, as well as, for distribution to Charleston County families in need of reading materials.

If you are reading this sponsorship letter then we believe that you or your company may be able to help us in our cause to raise money for the Citadel Foundation and the CCSD. Please take a few moments to read our general event overview, marketing opportunities and sponsorship levels that follow. We thank you in advance for your time and consideration, and encourage you to participate in our initiative!

***Sincerely,***  
***Trip Page Education Initiative***

***"We make a living by what we get, but we make a life by what we give." –Winston Churchill***

## Event Overview

**WHAT:** Day-long, music festival with proceeds benefiting the **Charleston County School District (CCSD)** and the **Citadel Foundation**.

- ❖ **Live Music Stage** featuring national, regional and local artists.
- ❖ **Kids Area** featuring music, story-telling, take-home crafts and various kid activities.
- ❖ **School Supply/Book Drive** benefitting the CCSD, Creative Spark and Charleston Book Buddies.
- ❖ **Sponsor/VIP Area** designed as meet/greet area with refreshments provided.
- ❖ **Community Village** comprised of local non-profit and community organizations.

**WHO:** **ShineFest** will showcase several national, regional and local artists. Potential national artists include: **Blues Traveler, Darius Rucker, Willie Nelson, Ben Harper, Derek Trucks and Avett Brothers**. Potential regional artists include: **Sol Driven Train, Blue Dogs, Cary Ann Hearst** and others.

**WHEN:** **Saturday, October 17<sup>th</sup>, 2009; 12:00—9:00pm**

**WHERE:** **Joe Riley Stadium, downtown Charleston, SC.**

**WHY:** To raise money for the CCSD and the Citadel Foundation, while providing great entertainment in a safe, family-friendly environment; to highlight area organizations working to improve the overall community through their education and advocacy efforts; and to help meet the mission of the Trip Page Education Initiative to grow *responsible, aware and giving individuals*.

## Target Audience

Men, women and children of all ages and backgrounds from Charleston County and surrounding communities; it is anticipated that patrons may drive from as far as Myrtle Beach, SC, Columbia, SC, Asheville, NC and Savannah, GA in order to see the performing national/regional artists.

\* Charleston is home to 6 major colleges and universities that combined have over 30,000 enrolled students.

\* There are currently more than 350,000 people living within Charleston County.

## Attendance

Projected 8,000-10,000 people; stadium capacity is 17,000 people.

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## **Marketing Outlets & Public Relations Opportunities**

### **- Joe Riley Stadium**

**ShineFest** will be marketed at all 2009 Charleston River Dogs baseball games; regular season takes place from April through September. Although attendance varies, at times the stadium accommodates up to 6,000 people per game.

### **- Radio**

Aggressive local and regional campaign; specifics to be determined.

### **- Print Media**

1. Advertisements placed within local and regional print sources, i.e. Charleston City Paper, Post and Courier and Charleston Magazine.
2. Creation of a ShineFest Magazine (similar to the old Charleston 'Barfly') that will be distributed throughout Charleston County via area businesses.
3. A series of press releases will be regionally distributed to media entities periodically up until the time of the event.
4. Posters and handbills will be passed out on the streets of Charleston, in addition to other cities within the region (i.e. Myrtle Beach, SC; Columbia, SC; Savannah, GA; Asheville, NC). Such guerrilla campaigning provides a great opportunity to reach a wide range of demographics.
5. ShineFest banners will be hung over the roads in key traffic locations in the City of Charleston.

### **- Television**

Local and regional campaign; specifics to be determined.

### **- Internet**

1. Aggressive MySpace and Facebook campaign.
2. ShineFest website promotions; [www.charlestonshinefest.com](http://www.charlestonshinefest.com)
3. Link to Shine Fest website via the CCSD and Charleston River Dogs websites.
4. The event will be posted on local, regional and national websites (example: South Carolina Information Highway, [www.sciway.net](http://www.sciway.net)); exact sites TBD.
5. Sponsor logos and website links will be displayed on the ShineFest website.
6. Advertisement e-mails will be distributed via marketing listservs.

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**- On-site (day of event)**

1. Each sponsor will have a banner present on-site at the festival.
2. Sponsor names will appear on a large sign (sponsor board) at the entrance.
3. Sponsors will have the ability to display and distribute products/outreach material at the festival (if applicable).
4. Name recognition will be given to those who sponsor specific areas of the festival such as: event title, stage, VIP and children's area.

**Marketing Opportunities: Foot Notes**

**Option to customize:** each sponsor will be allowed to customize their marketing experience; the options listed above will serve as a marketing template that can be adjusted and built upon.

**Option for exclusivity:** each sponsor will have the opportunity to purchase category exclusivity (i.e. can become the official grocery store sponsor of the event; can become the official "type of business" sponsor of the event).

## **Sponsorship and Support Opportunities**

\*\*Value of in-kind sponsorship will be used to determine in-kind sponsor level.

### **- VIP patron: \$100**

- 1 VIP ticket to the event

### **- Supporter: \$250**

- Company logo present on ShineFest website
- 2 tickets to the event

### **- Friend: \$500**

- Company logo present on ShineFest website
- Company name on sponsor board at main entrance of festival
- 2 tickets to the event

### **- Bronze: \$1,000**

- Company logo present on ShineFest website
- Company name on sponsor board at main entrance of festival
- 4 tickets to the event
- 2 passes for the VIP sponsor area to include food and beverages

### **- Silver: \$2,500**

- Company logo present on ShineFest website
- Company name on all on-site sponsor boards
- Company name on all event posters and handbills
- 10 tickets to the event
- 4 passes for the VIP sponsor area to include food and beverages

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**- Gold Sponsor: \$5,000**

- Company logo present on ShineFest website
- Company name on all on-site sponsor boards
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- 2 visual on-site sponsor ads
- Exhibit space
- Stage announcements highlighting your company
- 20 tickets to the event
- 6 passes for the VIP sponsor area to include food and beverages
- 1 preferred parking pass

**- Platinum Sponsor: \$7,500**

- Company logo present on ShineFest website
- Company name on all on-site sponsor boards
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- 4 visual on-site sponsor ads
- Exhibit space
- Stage announcements highlighting your company
- 40 tickets to the event
- 8 passes for the VIP sponsor area to include food and beverages
- 1 preferred parking pass

**- VIP Sponsor: \$10,000 combined cash/product value**

(VIP sponsorship to include cash or in-kind product for food and drink)

- Company logo present on ShineFest website
- Company name on all on-site sponsor boards
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- 8 visual on-site sponsor ads
- Exhibit space
- 5 on-site banners
- 50 tickets to the event
- 10 passes for the VIP sponsor area to include food and beverages
- 2 preferred parking passes

**- Children's Universe: \$10,000**

- Company logo present on ShineFest website
- Company name on all on-site sponsor boards
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- 2 visual on-site sponsor ads
- Exhibit space
- Large banner placed at the **Children's Universe**
- 3 on-site banners
- 50 tickets to the event
- 10 passes for the VIP sponsor area to include food and beverages
- 2 preferred parking passes

- **Major Sponsor: \$25,000**

- Company Logo on festival Website (Home Page)
- Company name on all on-site sponsor boards
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- 8 visual on-site sponsor ads
- Exhibit space
- Large banner placed at **Main Stage**
- 8 on-site banners
- 100 tickets to the event.
- 15 passes for the VIP sponsor area to include food and beverages
- 2 all-access passes
- 5 preferred parking passes

- **Event Title Sponsor: \$50,000**

- Your company name included in event title  
*“**Your Company Name**” and the Trip Page Education Initiative present ShineFest*
- Large banner placed at the **Main Stage**
- Stage announcements highlighting your company
- Company name included in all marketing mediums including: purchased internet-related campaigns, print media, radio/television ads, and posters/handbills
- Company name displayed on all on-site group marketing materials including banners and sponsor recognition boards
- Large exhibit space
- 12 on-site banners
- 200 tickets to the event
- 30 passes for the VIP sponsor area to include food and beverages
- 5 all-access passes
- 10 preferred parking passes

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\*Sponsors are responsible to supply their own ads/banners for display at the festival; ads/banners should have grommets. Ad size should not exceed 2' X 3' unless otherwise specified. Ads/banners should be delivered to the front office of the Joe Riley Stadium located at 360 Fishburne Street between Monday, October 12 and Thursday, October 14, 2009 and will be available for pick-up the week of Monday, October 19, 2009.

We would like to thank you again for your sponsorship and support. Without sponsors this event wouldn't be possible; every contribution regardless of size will help make this event and fundraiser a success. We look forward to working with you and making this a win-win experience for everyone involved. We will work hard to spotlight your company and your generosity; sponsoring ShineFest is a quality marketing strategy. If you have any questions or comments please feel free to contact us. Cheers!

Jared Surasky  
Promoter  
(843) 566-3676  
jcsurasky@gmail.com

Christi S. Page  
Producer  
(843) 469-2835  
christisol@yahoo.com

Samantha M. Bruce  
Promoter  
(828) 553-4269  
samanthabruce8@yahoo.com



## Trip Page Education Initiative

*Committed to growing, responsible, aware and giving individuals*  
ShineFest Sponsorship Commitment  
([www.shinefestcharleston.com](http://www.shinefestcharleston.com))

Name of individual or company: \_\_\_\_\_

Level of sponsorship: \_\_\_\_\_

In-kind sponsor products/services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Company web address: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I authorize the use of the above listed company name and company logo on the ShineFest website and ShineFest marketing material as described in the ShineFest sponsorship package.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*\*Make all checks payable to the Trip Page Education Initiative. Completed commitment forms and checks may be mailed to TPEI, P.O. Box 61858, North Charleston, SC 29419.

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