

CITY OF GOOSE CREEK

2021 Event & Programs Sponsorship Opportunities



CITY OF GOOSE CREEK
RECREATION DEPARTMENT

519A N. Goose Creek Blvd.
PO Drawer 1768
Goose Creek, SC 29445
843-569-4242
www.goosecreekrecreation.com



Dear Potential Sponsor,

Thank you for your interest in partnering with the City of Goose Creek!

The City of Goose Creek Recreation Department manages a variety of special events and programs throughout the year for all ages and interest groups. Our events are always family-friendly-and usually free to attend. Each year, they attract thousands of families from Berkeley County and the Lowcountry.

We welcome sponsorships for both events and programs to help offset expenses. We offer a variety of levels of giving to fit your budget.

To discuss sponsorship opportunities, please feel free to contact me.

Again: Thank you!

Allison Carter

Events Coordinator

843-569-4242 ext. 5290

acarter@cityofgoosecreek.com

OUR RESIDENT DEMOGRAPHICS

MEDIAN INCOME	POPULATION	HOUSEHOLDS
\$61,542	42,841	13,261

* Statistics from US Census Bureau Quickfacts.Census.gov

Events Overview

- Friday February 5 **Daddy Daughter Dance**
Valentine's themed event for Father-Daughter couples to dress up and enjoy a night out together. Held at the Goose Creek Community Center
- Saturday Mar. 6 **BBQ & Brews Festival**
(Rain Date: March 13) A new take on the annual BBQ Festival. A St. Patrick's Day themed event held at Carnes Crossroads Green Barn.
- Saturday March 27 **Easter Egg Hunt**
Children 8 & under will hunt for prize filled Easter eggs, take pictures with the Easter bunny, participate in several holiday themed games and activities. Held at Dogwood Park
- Saturday April 17 **Cookin' in the Creek**
This brand new event, taking place behind the GC Municipal Center, is a way for local restaurants and food vendors to showcase their "signature dish" and compete for a number of awards. In addition to food vendors the event will have a variety of kid's activities and music.
- Fridays: April 30 / **Spring Concert Series**
May 14/ May 28 Enjoy live music from local bands and food vendors
- Saturday July 4 **Fabulous Fourth in the Creek**
(Rain Date: July 10) Our largest community event celebrating Independence Day.

Events Overview

- Saturday August 7
(Rain Date: August 14) **Kids Fest**
This event is a way to celebrate students going back to school. **Live entertainment, kids' activities, food vendors, local family & children's vendors**
- Saturdays:
August 21
September 25 **Outdoor Movies (2)**
Two family-friendly movies that are featured for attendees to enjoy under the stars. Food vendors will be onsite for snacks and refreshments. Held at Carnes Crossroads Village Green
- Saturday Oct. 2
(Rain Date: Oct. 9) **Fall Festival**
One of Goose Creek's longest running community events. Live entertainment, approximately 100 crafters and exhibitors, food vendors, & kids' activities
- Saturday Oct. 23 **Halloween Carnival**
This festive evening is designed for kids and their parents to enjoy a fun and safe family-friendly Halloween experience. Gears for families with younger children.
- Friday Dec. 3 **Christmas in the Creek: Tree Lighting Ceremony**
This festive event will help kick off the holiday season for our community and provides celebration and holiday tradition for the families in the City of Goose Creek.
- Saturday Dec. 11
(Rain Date Dec. 18) **Christmas in the Creek: Holiday Parade**
This themed parade has easily become one of the largest events **for our community since it's launch in 2019. It has become a new holiday tradition for many families in the City of Goose Creek.**

Primetime Overview

Program for Active Senior Adults

Prime Sponsor - \$150

- Company Logo on every monthly calendar for the year.
- Invited to come talk to the group at a planned activity anytime throughout the year (up to 3 times)

Grand Sponsor - \$50

- Company Logo on the monthly calendar for month requested
- Invited to come talk to the group at a planned activity for the month sponsored



Location: Goose Creek Community Center

Average Attendance: 50 couples

Date: Friday, February 5

Time: 6-8 pm

EVENT DESCRIPTION:

Platinum Sponsor - \$200

- ◇ 10'x10' space at event to pass out promotional products
- ◇ Listed in all press releases
- ◇ Logo featured on event promotional flyer
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition on social media event page
- ◇ Recognition during public address announcements
- ◇ Opportunity to address attendees

Gold Sponsor - \$100

- ◇ 10'x10' space at event to pass out promotional products

BBQ & Brews



Location: Carnes Crossroads Green Barn
Anticipated Attendance: 1000+ guests
Date: Saturday, March 6 (Rain date: March 13)
Time: 3-7 pm

EVENT DESCRIPTION: BBQ & Brews has become one of our most popular events in recent years! 2021 will be the fourth year holding this event at Carnes Crossroads. Last year was one of our best years yet! Anticipated activities include a variety of local BBQ food vendors, beer vendors, live Irish music & a variety of **St. Patrick's Day** themed children's activities.

Platinum Sponsor - \$750

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Sponsor listed in all press releases and media coverage
- ◇ Recognition on social media event page
- ◇ Sponsor logo featured on City website with a link to sponsor's website
- ◇ Sponsorship recognition during public address announcements

Gold Sponsor - \$300

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Sponsor logo featured on City website with a link to sponsor's website
- ◇ Recognition on social media event page



EASTER EGG HUNT



Location: Dogwood Park
Average Attendance: 300 guests
Date: Saturday, March 27
Time: 10 am-noon

EVENT DESCRIPTION: The annual Easter Egg Hunt offers children ages 8 & under a chance to hunt for eggs and special golden eggs. Those who find the golden eggs hidden amongst the others win a special prize! After the hunting is over, guests are welcome to take pictures with the Easter Bunny, and participate in Easter-themed crafts and games.

Platinum Sponsor - \$500

- ◇ 10'x10' space to pass out promotional products (company provides table)
- ◇ Listed in all press releases
- ◇ Logo featured on event promotional flyer
- ◇ Logo on City website with a link to sponsor's website
- ◇ Sponsorship recognition during public address announcements
- ◇ Recognition on social media event page
- ◇ Opportunity to welcome crowd and announce countdown before egg hunt



Cookin' in the Creek



Location: Goose Creek Municipal Center

Anticipated Attendance: 3000+ guests

Date: Saturday, April 17

Time: 11 am-3 pm

EVENT DESCRIPTION: Cookin' in the Creek is the City of Goose Creek's newest event. The event will showcase local restaurants and food vendor's signature dishes as well as a chicken wing competition. Anticipated activities include live music, a variety of children's activities, and much more!

Platinum Sponsor - \$1000

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Sponsor listed in all press releases and media coverage
- ◇ Recognition on social media event page
- ◇ Sponsor logo featured on City website with a link to sponsor's website
- ◇ Sponsorship recognition during public address announcements

Gold Sponsor - \$500

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Sponsor logo featured on City website with a link to sponsor's website
- ◇ Recognition on social media event page

Silver Sponsor - \$250

- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements



Spring Concert Series

Location: Crowfield Golf Course
Average Attendance: 300 guests/concert
Dates: Fridays April 30, May 14, May 28
Time: 6-9 pm

EVENT DESCRIPTION: The Spring Concert Series takes place on 3 evenings in April and May. Each week features local bands in a variety of genres and food vendors. These free, family-friendly events draw crowds of all ages.

Platinum Sponsor - \$1000

- ◇ Featured event sponsor for the entire series
- ◇ 10'x10' space to pass out promotional products at all concerts
- ◇ Listed in all press releases
- ◇ Logo featured in print/newspaper advertising, promotional flyer, and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements
- ◇ Recognition on social media event page
- ◇ Banner hung behind the stage at all concerts (company must provide)

Gold Sponsor - \$250

- ◇ 10'x10' space to pass out promotional products at 1 concert (company must provide table)
- ◇ Requested date_____



Fabulous FOURTH in the CREEK

Location: Goose Creek Municipal Center
Average Attendance: 4000 guests
Date: Saturday, July 4 (Rain date: July 10)
Time: 6:30-9:30 pm

EVENT DESCRIPTION: One of the largest events of the year, the Fabulous Fourth celebration features live music, food vendors, kids' activities, and a fireworks show. Admission and parking are free.

Platinum Sponsor - \$1000

- ◇ 10'x 10' space near Kids' area or Entertainment stage (sponsor's choice)-table & 2 chairs provided
- ◇ Listed in all press releases
- ◇ Social Media Sponsor "Shout Outs"
- ◇ Logo featured on event promotional flyer and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements
- ◇ Recognition on social media event page

Gold Sponsor - \$250

- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements





KIDS FEST

Location: Goose Creek Municipal Center

Average Attendance: 3,000+

Date: Saturday, August 7 (Rain Date: August 14)

Time: 11am - 2pm

EVENT DESCRIPTION: 2021 will be the second year holding this event as a celebration for the new school year. Kid's activities, DJ & live entertainment, a variety of food vendors, local family business vendors. Admission and parking are free.

Platinum Sponsor - \$1000

- ◇ 10'x 10' space near Kids' area or Entertainment stage - table & 2 chairs provided
- ◇ Listed in all press releases
- ◇ Logo featured on event banner
- ◇ Recognition on social media event page
- ◇ Logo featured on event promotional flyer and on City website with a link to sponsor's website
- ◇ Recognition during public address announcements at event

Gold Sponsor - \$500

- ◇ 10'x10' space with 1-8' table & 2 chairs provided
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website

Silver Sponsor - \$250

- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Recognition during public address announcements





Location: Carnes Crossroads Village at the Green

Average Attendance: 400+ guests

Dates: Saturday, August 21 / Saturday, September 25

EVENT DESCRIPTION: A family friendly movie is shown under the stars for attendees of all ages to enjoy. Food vendors will be on site selling concessions.

Platinum Sponsor - \$500

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website, and on the movie screen at event
- ◇ Recognition during public address announcements
- ◇ Opportunity to welcome crowd before movie

Gold Sponsor - \$250

- ◇ 10'x10' space at event to pass out promotional products (company provides table)
- ◇ Logo featured on City website with a link to sponsor's website, and on the movie screen at event
- ◇ Recognition during public address announcements





Location: Goose Creek Municipal Center

Average Attendance: 4000 guests

Date: Saturday, October 2/Rain date: Saturday, October 9

Time: 10 am – 3 pm

EVENT DESCRIPTION: One of the largest events of the year, the Fall Festival is a day filled with activities for the entire family. Over 75 crafters, exhibitors and food vendors, live entertainment from local groups, and kids' activities.

Platinum Sponsor - \$800 if paid by June 15/\$1,000.00 after June 15 (8 available)

Final Deadline: August 20

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)
- ◇ Select your booth location (first come, first serve)
- ◇ Sponsor logo featured in local print advertising
- ◇ Recognition on social media event pages
- ◇ Sponsor logo featured on event banner displayed at Festival, Festival promotional flyer, Festival social media sites and on City website with a link to sponsor's website

Gold Sponsor - \$650 if paid by June 15/\$800.00 after June 15 (15 available)

Final Deadline: August 20

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)
- ◇ Select your booth location (first come, first serve after Platinum Sponsor selections)
- ◇ Sponsor logo featured on event banner displayed at Festival, Festival promotional flyer, Festival social media sites and on City website with a link to sponsor's website

Silver Sponsor - \$400 if paid by June 15/\$500.00 after June 15

Final Deadline: September 1

- ◇ 10'x10' space with 1-8' table & 2 chairs provided (no food or solicitation)
- ◇ Sponsor logo featured on Festival social media sites.



Halloween Carnival

Location: Goose Creek Community Center
Average Attendance: 500 guests
Date: Saturday, October 23
Time: 5-7 pm

EVENT DESCRIPTION: This event focuses on families with children 12 & under. Activities include carnival games with candy and prizes, crafts, and a cupcake walk. A costume contest with prizes is also held.

Platinum Sponsor - \$500

- ◇ 1 table & 2 chairs provided-opportunity to pass out promotional products, provide a game or activity for attendees
- ◇ Listed in all press releases
- ◇ Logo featured on City website with a link to sponsor's website
- ◇ Social Media Sponsor "Shout Outs"
- ◇ Recognition during public address announcements
- ◇ Opportunity to welcome crowd before costume contest
- ◇ Opportunity to be a costume contest judge

Gold Sponsor - \$250

- ◇ Ability to set up a table and pass out promotional products, provide a game or activity for attendees (company provides table)



Christmas in the Creek

Tree Lighting Ceremony

Location: Goose Creek Municipal Center

Average Attendance: 1000+ guests

Date: Friday December 3

Time: 5:30-8:30 PM

EVENT DESCRIPTION: The Christmas in the Creek Tree Lighting Ceremony kicks off the holidays in Goose Creek! This event offers a variety of family friendly holiday and winter themed activities, music, food vendors and pictures with Santa.

Santa's Presenting Sponsor - \$750

- ◇ 10'x10' space near event stage to pass out promotional items (City provides table & 2 chairs)
- ◇ One table/two chairs provided at the event
- ◇ Listed in all press releases
- ◇ Logo featured on parade banner, and City website with a link to sponsor's website
- ◇ Recognition on social media event page
- ◇ Recognition during public address announcements

Entertainment Elves Sponsor - \$500

- ◇ Logo featured on parade banner, flyers, and City website with a link to sponsor's website
- ◇ One table/two chairs provided at the event
- ◇ Recognition on social media event page
- ◇ Recognition during public address announcements

Rudolph's Reindeer Sponsor - \$250

- ◇ Logo featured on parade banner, and on City website with a link to sponsor's website
- ◇ One table/two chairs provided at the event

Christmas in the Creek Holiday Parade



Location: St. James Avenue

Average Attendance: 5000+ guests

Date: Saturday December 11 (Rain Date: December 18)

Time: 9:30 a.m.

EVENT DESCRIPTION: The Christmas in the Creek Holiday Parade celebrates the holiday season in Goose Creek! Local businesses, schools, community members participate in the mile long parade and float contest. Enjoy holiday music from local groups, Santa.

Santa's Presenting Sponsor - \$1000

- ◇ 10'x10' space near event stage to pass out promotional items (City provides table & 2 chairs)
- ◇ One Participant Spot in the parade line up provided
- ◇ Listed in all press releases
- ◇ Logo featured on parade banner, and City website with a link to sponsor's website
- ◇ Recognition on social media event page
- ◇ Recognition during public address announcements

Entertainment Elves Sponsor - \$500

- ◇ Logo featured on parade banner, flyers, and City website with a link to sponsor's website
- ◇ One Participant Spot in the parade line up provided
- ◇ Recognition on social media event page
- ◇ Recognition during public address announcements

Rudolph's Reindeer Sponsor - \$250

- ◇ Logo featured on parade banner, and on City website with a link to sponsor's website
- ◇ One Participant Spot in the parade line up provided

2021 CITY OF GOOSE CREEK EVENT SPONSORSHIP COMMITMENT

Organization Name:	
Contact Name:	
Mailing Address:	City/State/Zip:
Phone Number:	
Email Address:	

Please select the following opportunities that interest you:

Daddy Daughter Dance ◇ Presenting Sponsor: \$200 ◇ Gold Sponsor: \$100	Spring Concert Series ◇ Presenting Sponsor: \$1000 ◇ Gold Sponsor: \$250
BBQ & Brews ◇ Presenting Sponsor: \$750 ◇ Gold Sponsor: \$300	Kids Fest ◇ Presenting Sponsor: \$1000 ◇ Gold Sponsor: \$500 ◇ Silver Sponsor: \$250
Cookin' in the Creek *New in 2021* ◇ Presenting Sponsor: \$1000 ◇ Gold Sponsor: \$500 ◇ Silver Sponsor: \$250	Outdoor Movies (2 movie events) ◇ Presenting Sponsor: \$500 ◇ Gold Sponsor: \$250
Easter Egg Hunt ◇ Presenting Sponsor: \$500	Halloween Carnival ◇ Presenting Sponsor: \$500 ◇ Gold Sponsor: \$250
Fabulous Fourth in the Creek ◇ Platinum Sponsor: \$1000 ◇ Gold Sponsor: \$250	Christmas Tree Lighting *New in 2021* ◇ Santa's Presenting Sponsor: \$750 ◇ Entertainment Elves (Gold) Sponsor: \$500 ◇ Rudolph's Reindeer (Silver) Sponsor: \$250
Fall Festival Before June 15/After June 15 ◇ Platinum Sponsor: \$800/\$1000 ◇ Gold Sponsor: \$650/\$800 ◇ Silver Sponsor: \$400/\$500 ◇ Rent a tent: The City will be responsible for setting up a 10'x10' tent for you: \$100	Christmas in the Creek - Holiday Parade ◇ Santa's Presenting Sponsors: \$1000 ◇ Entertainment Elves: \$500 ◇ Rudolph's Reindeer: \$250
TOTAL: \$	

PAYMENT INFORMATION

*** If a 2020 Sponsor confirmed transfer of their paid sponsorship to the 2021 event, it will be credited to their account. ***

Method of payment: <input type="checkbox"/> check enclosed- payable to City of Goose Creek <input type="checkbox"/> credit card (fill out information below) <input type="checkbox"/> monthly payment plan (will be contacted to set up)	CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX
CARDHOLDER NAME	EXP. DATE
CARD NUMBER	CSC#
CARDHOLDER SIGNATURE	DATE

No refunds will be given. Payment must be for full amount to guarantee full sponsorship benefits by the deadline listed.
The City of Goose Creek Recreation Department reserves the right to deny any sponsor.

Questions? Contact: Allison Carter, Events Coordinator | acarter@cityofgoosecreek.com | 843.569.4242 x 5290
Return form to: City of Goose Creek Attn: Recreation Department | P.O. Drawer 1768 Goose Creek, SC 29445

2022 Recreation Guide Sponsor Overview

The Goose Creek Recreation Guide is printed annually and promotes all programs, special events as well as all youth and adult athletic programs the City of Goose Creek provides to the community throughout the year. The advertisements will be sponsored for the following year. *Guide production will begin in Fall of 2021.*

Full Page Advertisement- \$500

- Full page company advertisement in the 2022 Annual Recreation Guide.

Half Page Advertisement - \$300

- Half page company advertisement in the 2021 Annual Recreation Guide.

<input type="checkbox"/> Full Page Sponsor <input type="checkbox"/> Half Page Sponsor	
Organization Name:	
Contact Name:	
Mailing Address:	City/State/Zip:
Phone Number:	
Email Address:	

Payment Information

Method of payment: <input type="checkbox"/> check enclosed- <i>payable to City of Goose Creek</i> <input type="checkbox"/> credit card (fill out information below)	CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX
CARDHOLDER NAME	EXP. DATE
CARD NUMBER	CSC#
CARDHOLDER SIGNATURE	DATE
TOTAL: \$ _____	Staff Initial

Primetime

Programs for Active Senior Adults

Overview

Prime Sponsor- \$150

- Company Logo on every monthly calendar for the year.
- Invited to come talk to the group at a planned activity anytime throughout the year (up to 3 times)

Grand Sponsor- \$50

- Company Logo on the monthly calendar for month requested
- Invited to come talk to the group at a planned activity for the month sponsored

____ Prime Sponsor	
____ Grand Sponsor/ Month(s) requested _____	
Organization Name:	
Contact Name:	
Mailing Address:	City/State/Zip:
Phone Number:	
Email Address:	

Payment Information

Method of payment: <input type="checkbox"/> check enclosed- <i>payable to City of Goose Creek</i> <input type="checkbox"/> credit card (fill out information below)	CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX
CARDHOLDER NAME	EXP. DATE
CARD NUMBER	CSC#
CARDHOLDER SIGNATURE	DATE
TOTAL: \$ _____	Staff Initial