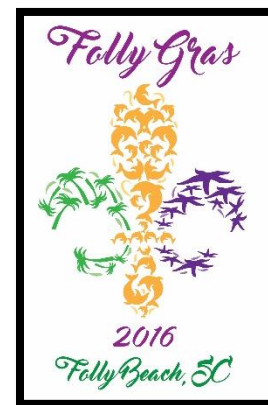
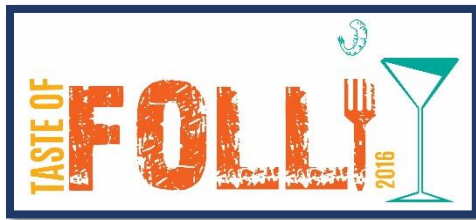




2018 SPONSORSHIP OPPORTUNITIES



Who is FAB?

The Folly Association of Business (FAB) is a **501(c)6 organization** dedicated to increasing tourism and driving revenue to local businesses on the cozy beach town of Folly Beach, SC

Members of FAB include **46 Folly businesses**, which includes **14 food & beverage**, 6 accommodation, 6 real estate, and 5 retail accounts as well as 15 additional accounts spread across the categories of tours, legal & finance, media & marketing, non-profit, and specialized services

Our promotional efforts are all inclusive and not limited to the FAB members

We host three of Folly Beach's street festivals including **Taste of Folly**, **Folly Gras** and the **Sea & Sand Festival** as well as the **Bill Murray Look-a-Like Polar Bear Plunge** which drive thousands from across the state and beyond to Folly in the off-season

FAB also hosts the New Year's Eve and July 4th firework displays, contributes to City beautification efforts, and donates to local Folly Beach charities

Why Sponsor?

FAB makes significant contributions to the community such as City beautification and improvements as well as donations to Folly charities

Brand exposure to over 20,000 through advanced marketing

Benefit from multiple marketing channels including radio, TV, digital media, billboards and social media *(dependent on sponsor level)*

On-site brand exposure to a diverse audience of 3,000 – 10,000 event attendees

Multiple sponsorship tiers available across all events or a la carte, price points to meet every company's budgets

Unique sponsorship opportunities for each event

FAB's Annual Events

Bill Murray Look-a-Like Polar Bear Plunge. January 1st, 11 am – 3 pm

Kicking off the New Year with a chilly dip in the Atlantic, the Plunge rounds out a weekend of events including the New Year's Eve Flip Flop Drop, fireworks display and special events and entertainment at many Folly restaurants. Sponsors for this event will benefit from a **full holiday weekend of exposure to at least 3,000 attendees** who have chosen Folly as their New Year's destination.

Plunge activities include a Costume Contest, Bloody Mary Competition, kids crafts with the Folly Beach Library and live music by the Dave Landeo Trio starting at 1:30 pm

Taste of Folly, January 20th 10 am – 4 pm

Showcasing everything Folly, Taste emphasizes our eclectic culinary scene, moving the restaurants to the streets to sling their best dishes, conduct cooking demonstrations, and compete for bragging rights in the Server Olympics.

The event will also highlight 50 Folly arts, crafts and fashion vendors, live music by six (6) of Folly's best acts, a chili cook-off, BBQ challenge, hot dog eating competition, and a Kids Kitchen full of kids activities and crafts! This event **draws 4,000 – 5,000 attendees** to Folly Beach

Folly Gras, February 17th, 10 am – 4 pm

Laissez le bon temps rouler, Folly style! This is the family-friendly Mardi Gras of the East Coast. Kicking off with a parade, the event includes street performers, costume contest, a robust kids area, and 40 food, arts, crafts and fashion vendors.

This event draws a crowd from **7,000 – 10,000 people**, anxious for some sunshine after a Charleston winter. With football and the holidays behind us, this is a popular event for folks of all ages.

Sea & Sand Festival, September 21st – 23rd

Folly's longest running event, Sea & Sand has moved from a season opener to a celebration of the season close. With an emphasis on the arts, Sea & Sand will showcase three days of events. The Ms. Sea & Sand Pageant will kick off the weekend on Friday, September 21st at the Folly River Park. On Saturday, the 22nd, we will take to the streets to showcase up to 80 local arts, craft, fashion, and food vendors as well as live music by four (4) of Charleston's top bands. Kids will have a ball with Bubble Therapy, aerial performers, inflatables, crafts, and more!

Closing out the weekend, we hit the beach for a sand castle competition and volleyball tournament. In its 26th year, Sea & Sand has significant following, bringing **6,000 – 8,000 folks** to Folly Beach throughout the weekend.

Sponsorship Opportunities










FAB offers diverse sponsorship opportunities – general levels available across events, customized sponsorships to create exclusive experiences, and unique, event-specific sponsor opportunities.

Custom Sponsorships






FAB offers customized sponsorships for specialized services or products that may comprise of in-kind and cash contributions. These sponsor opportunities may be issued as a request for proposal. Interested sponsors should contact Kelly Russ at FollyFABEvents@gmail.com or 843-323-5607. Custom sponsor opportunities could include categories such as:


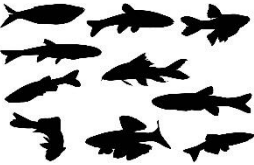


- Accommodations
- Brews
- Spirits
- Sunglasses
- Sunscreen

General Sponsor Level Availability & Cost

Sponsor Level	Number Available	Polar Plunge	Taste of Folly	Folly Gras	Sea & Sand	All Events
 Hammerhead (Title)	1	\$1,500	\$3,500	\$5,000	\$5,000	\$13,500
 Loggerhead	4	N/A	\$750	\$1,000	\$1,000	\$2,475
 Pelican	6	N/A	\$500	\$750	\$750	\$1,750
 Crab	8	N/A	\$350	\$500	\$500	\$1,215
 Starfish	10	N/A	\$200	\$250	\$250	\$630
 Minnow Pond	1	N/A	\$400	\$600	\$600	\$1,440
 Event Cup	3	N/A	\$1,100	\$1,500	\$1,500	\$3,690
 Costume Contest	1	\$250	N/A	\$400	N/A	\$585
 Wheels	4	N/A	\$500	\$500	\$500	\$1,350





General Sponsor Benefits

	 Hammerhead Exclusive benefits including unlimited banners at any size	 Loggerhead High visibility signage and key brand placement	 Pelican Leave your mark on our collectible t-shirts and the website	 Crab Step up your marketing using the event posters across Charleston	 Starfish Perfect for small businesses, get valuable exposure
Value per Event	\$12,715	\$4,330	\$3,575	\$2,925	\$1,575
Event Wristbands	✓				
Exclusive Social Media Blasts	✓				
Radio Advertising	✓				
Print Advertising	✓	✓			
Exclusive Signage	Unlimited	One			
Website Logo	✓	✓	✓		
T-Shirt Logo	✓	✓	✓		
Event Posters	✓	✓	✓	✓	
Vendor Space	✓	✓	✓	✓	
Social Media & Press Releases	✓	✓	✓	✓	✓
Event Stages & Entrances Signage	✓	✓	✓	Entrances Only	Entrances Only
Name on Website	✓	✓	✓	✓	✓

	 <p>Event Cup Leave a lasting impression with your brand on the official event cup. Housing all event beverages, these collectibles also make it home with patrons. Cost includes 2,000 cups.</p>	 <p>Minnow Pond Our kid area is a huge draw for families with robust activities and games for the minnows. Sponsor will receive exclusive signage and naming rights for the Minnow Pond.</p>	 <p>Wheels Folly is a beautiful place for a joy ride in any set of wheels. Put your beauty on display for thousands to admire. Display area is for one car/truck, two motorcycles or golf carts.</p>	 <p>Costume Contest A fun and budget friendly way to get involved, this sponsor will receive exclusive signage and naming rights for the costume contest, a main attraction at both the Plunge & Folly Gras.</p>
Value per Event	\$6,330	\$3,250	\$2,925	\$2,175
Print Advertising	✓			
T-Shirt Logo	✓			
Website Logo	✓			
Exclusive Signage	Logo on Cups	@ the Minnow Pond	@ the Wheels Display	@ the Costume Contest
Event Posters	✓	✓		
Vendor Space	✓	✓	✓	✓
Social Media & Press Releases	✓	✓	✓	✓
Event Stages & Entrances Signage	✓	✓	Entrances Only	Entrances Only
Name on Website	✓	✓	✓	✓




Taste of Folly Additional Sponsorship Opportunities

In addition to the General Sponsor levels discussed above, additional sponsorship opportunities are available for the Taste of Folly, January 20th from 10 am – 4 pm.

	 Server Olympics A terrific opportunity for a cookware, appliance or restaurant supply company to showcase their products while Folly chefs provide live demonstrations.	 Chili Cook-Off Locals will bring their best recipes to Folly and let the public to decide. Be in the spotlight during this Taste of Folly tradition with dedicated signage and naming rights.	 Hot Dog Eating Contest Folks gather to watch contestants inhale hot dogs at a rapid rate. This sponsor will receive exclusive signage and naming rights of the contest.	 Oyster Shucking Contest New this year, locals are invited to bring their shucking skills to the table. This sponsor will receive exclusive signage and naming rights of the contest.
Cost	\$250	\$250	\$250	\$250
Number Available	1	1	1	1
Retail Value	\$1,575	\$1,575	\$1,575	\$1,575
T-Shirt Logo	✓			
Exclusive Banner	@ Server Olympics	@ the Chili Cook Off	@ the Contest	@ the Contest
Event Posters	✓			
Social Media & Press Releases	✓	✓	✓	✓
Event Stages & Entrances Signage	✓	✓	✓	✓
Name on Website	✓	✓	✓	✓




Folly Gras Additional Sponsorship Opportunities

In addition to the General Sponsor levels discussed above, additional sponsorship opportunities are available for Folly Gras on February 17th from 10 am – 4 pm.

	 <p>The Parade</p> <p>A highlight of Folly Gras, this sponsor will get a top spot in the parade lineup, exclusive signage and parade naming rights.</p>	 <p>Masks</p> <p>Add to the festivities with branded Mardi Gras masks handed out to all attendees as supplies last. Cost does not include the masks.</p>	 <p>Beads</p> <p>It isn't Mardi Gras without beads! Free to all attendees as supplies last, this a unique opportunity for brand exposure. Cost does not include beads.</p>
Cost	\$500	\$250	\$250
Number Available	1	1	1
Retail Value			
Website Logo	✓		
T-Shirt Logo	✓		
Event Posters	✓		
Parade Spot	✓	✓	✓
Social Media & Press Releases	✓	✓	✓
Event Stages & Entrances Signage	✓	✓	✓
Name on Website	✓	✓	✓

Sea & Sand Additional Sponsorships

In addition to the General Sponsor levels discussed above, additional sponsorship opportunities are available for Sea & Sand which will run from September 21st – September 23rd.

	 Ms. Sea & Sand This event kicks off with the annual Ms. Sea & Sand Pageant on Sept. 21 st at 7 pm. Receive exclusive naming rights for this fabulous event.	 Sand Castle Competition Rounding out our weekend of events, the sand castle competition will take place in front of the Tides hotel on Sunday afternoon, the 23 rd .	 Volleyball Competition Taking place in tandem with the sand castle competition, this event wraps up a weekend of fun with a healthy dose of competition.
Cost	\$750	\$350	\$350
Number Available	1	1	1
Retail Value	\$3,575	\$1,925	\$1,925
Website Logo	✓		
Naming Rights	✓	✓	✓
Event Posters	✓	✓	✓
Social Media & Press Releases	✓	✓	✓
Event Stages & Entrances Signage	✓	✓	✓
Name on Website	✓	✓	✓

Other Ways to Contribute

Sponsoring not in the budget this year? All FAB events feature a raffle or silent auction. Donate something to showcase your business and gain new customers.

FAB Point of Contact

Have questions? Please contact the FAB Event Coordinator.

Kelly Russ

FollyFABEvents@Gmail.com

843-323-5607