



## **2018** **Sponsorship**

### **INTERESTED IN EXHIBITING OR SPONSORING?**

The Upstate Outdoor Expo is the only outdoor consumer event of its kind in the Upstate of South Carolina where outdoor enthusiasts can view and shop for hunting, fishing, camping and power sport products. Additionally, attendees and their families will be able to plan outdoor sport and camping vacations, as well as participate in a wide range of outdoor seminars. We take pride in offering something of interest for everyone in the family and sparking an outdoor interest in the next generation.

We will be featuring exhibitors, vendors, seminars and more that are focused on outdoor sports such as hunting, fishing, camping, power sports and other outdoor activities. In addition, a special focus will be placed on showcasing education, gear, equipment, guide services and more. Families coming to this unique event will learn how to take advantage of all the outdoors have to offer.

Greenville, located in the upstate of South Carolina, is home to a myriad of outdoor activities including hunting, fishing, rafting, stand up paddle boarding, kayaking, camping, ATV riding, hiking, biking and more! Those of us that live in the area recognize that these activities help to create the fabric of our amazing southern lifestyles. We also recognize that visitors travel from all over to experience the beauty of South Carolina with access to mountains, lakes, rivers and the ocean.

It is time to celebrate that heritage with the Inaugural Upstate Outdoor Expo coming to the TD Convention Center located beautiful Greenville, South Carolina the weekend of February 8th – 10th. The TD Convention Center features several shows and events each year, and utilizes 280,000 square feet of indoor floor place. Click [here](#) to visit the TD Convention Center website for more detailed information about the center and surrounding area.

Increase visibility all the while showing your support of the South Carolina outdoors with a sponsorship of the Upstate Outdoor Expo with one of the many options listed below. With plans to advertise on local television, radio, the Upstate Outdoor Expo website and social media exposure before, during and after the show will show your support of the outdoor sports in the upstate of South Carolina.



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### **Upstate outdoor Expo Sponsorship Packages:**

#### **General Sponsorships:**

#### **Presenting Sponsor - Exclusive (\$15,000)**

- Sponsor Name Included in show title:  
(Upstate Outdoor Expo Presented by **Your Company Name**)
- Sponsor logo and title included on all on-site show banners and signage
- Sponsor logo will appear on all pre-show and post-show email promotions
- Sponsor logo and title on all show promo's including e-mail, print, TV, radio and web
- Linked sponsor logo and title on home page of the show website
- Sponsor can post up to four banners throughout the show (provided by sponsor)
- Sponsor will receive access to hospitality room for entire length of expo
- Sponsor will receive 2 front facing 20x20 booth spaces located at the main entrance

#### **Main Stage Sponsor - Exclusive (\$10,000)**

- Exclusive signage on Main Stage (provided by sponsor)
- Sponsor announced in introduction of all events on main stage
  - “ABC now presenting on Your Company Name main stage”
- Linked sponsor logo on “Show Info” page of the show website
- Sponsor will be provided with a 10x10 booth space located near main stage
- Sponsor will receive access to hospitality room for entire length of expo

#### **Associate Sponsor - Limit 4 (\$5,000)**

- Sponsor logo on all show promo's including email, print, social media, and web
- Linked sponsor logo on “Show Info” page of the show website
- Sponsor can post up to 2 banners throughout the show (provided by sponsor)
- Sponsor will receive access to hospitality room for entire length of expo
- Sponsor will receive one 20x20 booth space located at show main entrance

#### **Specialty Area Title Sponsor - Limit 4 (\$3,000)**

- Specialty Area is named after sponsor (**Your Company Name XYZ Specialty**)
- Sponsor name included in Specialty area sign located above specialty area
- Linked sponsor logo on “Show Info” page of show website
- Sponsor will receive one 20x20 booth located near Specialty Area sponsored



## **2018**

# **Sponsorship**

### **Boater and Hunter/Firearm Safety Seminar Sponsor - (\$3000)**

- Linked sponsor logo on “Show Info” page of show website
- One banner inside seminar room (provided by sponsor)
- Logo on standing sign outside of seminar room (provided by sponsor)
- Logo on any signs listing safety seminar schedule
- Sponsor has the right to provide promotional materials items to attendees  
(Sponsor responsible for distribution of materials and distribution)

### **Ticket & Ticket Booth Sponsor - EXCLUSIVE (\$2,500)**

- Linked sponsor logo on “Tickets” page of show website
- Sponsor logo prominently placed on all onsite ticket booths
- Sponsor logo printed on tickets purchased on-site

### **Speaker Sponsorship (\$2,500)**

- Sponsor announced in introduction of Speaker
- Sponsor announced over PA system when announcing show start time
- Sponsor has the right to provide promotional materials items to attendees  
(Sponsor responsible for distribution of materials and distribution)

### **Friend of the Show Sponsorship: (\$500)**

- One banner displayed throughout duration of the show (sponsor provided)
  - \* Placement of banner is at sole discretion of show manager
- Linked sponsor logo on “Sponsor” page of the show website

**Have an idea for a different sponsorship type, we are open to just about anything!  
Please contact us with your proposed sponsorship idea and we will work to make  
that happen. Please contact us at:**

**[brian@864outdoor.com](mailto:brian@864outdoor.com)**

**[jill@864outdoor.com](mailto:jill@864outdoor.com)**

**864.800.3047**