

35th Annual
LOW COUNTRY
OYSTER
FESTIVAL
· BOONE HALL PLANTATION ·



SUNDAY, JANUARY 28, 2018

BROUGHT TO YOU BY



LOWCOUNTRY OYSTER FESTIVAL

2018 SPONSORSHIP OPPORTUNITIES

WHO?

The Greater Charleston Restaurant Association, Inc. (GCRA) is a nonpartisan, not-for-profit trade organization serving the Charleston area restaurant industry. The GCRA serves as the voice of its members on government and public relations issues. It also provides programs that offer operational benefits and create opportunities for members. The GCRA represents the largest private sector employer in the tri-county area and its members are the cornerstone of the Charleston area community and economy.

The Charleston Restaurant Foundation, Inc. (CRF) mission is to support the charitable deeds of the Greater Charleston Restaurant Association, Inc. (GCRA), which serves the geographical area of Charleston, SC. The CRF holds two primary annual fundraising events: the Taste of Charleston and the Lowcountry Oyster Festival. annual fundraising events enable the CRF to give back to the community.

The CRF is a South Carolina corporation with 501(c)(3) status which puts on the Lowcountry Oyster Festival and Taste of Charleston with the GCRA managing the events.

WHAT?

The Lowcountry Oyster Festival is the world's largest oyster festival and has been named on of the "top 20 events in the southeast" by Southeastern Tourism Society. Highlights include the legendary "Oyster Shucking" and "Oyster Eating" Contests, live music on the main stage, wine, a selection of domestic and imported beers, a Children's Area and a Food Court showcasing a variety of local favorite restaurants to satisfy everyone's taste.

WHY?

The CRF hosts annual fundraising events in order to give back to the community that has so generously supported its members and the events. To date, those fundraising efforts have enabled the GCRA and CRF to donate over \$1,000,000 to local charities.

WHEN & WHERE?

Sunday, January 28, 2018 | 10am–5pm | Boone Hall Plantation | Mount Pleasant, SC

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GUEST PROFILE

Information obtained from the 2017 Lowcountry Oyster Festival Survey Summary. Prepared by College of Charleston Department of Hospitality and Tourism Management.

Attendance is expected to reach **10,000 guests.**

80,000 pounds of oysters are ordered.

Visitor:Local Guest Ratio: **33%:67%.**

Median age is **34 years old.** Over **73%** of the attendees were under 45 years old.

Male:Female Ratio: **50%:50%**

Average length of stay is **4 nights.** The ADR was \$171.29.

Guests who noticed event sponsors: **58%**



2018 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$10,000

As a **PLATINUM SPONSOR**, your business will have prominent exposure in all available sponsor benefits:

- Extensive pre-event advertising and public relations (both local and regional target audiences)
- Premium logo placement on all posters, ads, brochures, and event t-shirts (largest logo positioned above all other sponsor logos)
- Prominent signage at all main attractions of events (Main Stage, Contest Stages, Oyster Pit, Children's Area). *Sponsor to provide signage.*
- Gratis membership in the GCRA for the 2017/18 membership year
- 8 VIP tent access passes and 80 complimentary entry tickets

GOLD SPONSOR

\$5,000

As a **GOLD SPONSOR**, your business will have the following sponsor benefits:

- Extensive pre-event advertising and public relations (local only)
- Standard logo placement on all posters, ads, brochures, and event t-shirts
- Opportunity to choose one attraction of the event to have exposure (Main Stage, Contest Stages, Oyster Pit, Children's Area). *Sponsor to provide signage.*
- Gratis membership in the GCRA for the 2017/18 membership year
- 6 VIP tent access passes and 50 complimentary entry tickets

SILVER SPONSOR

\$3,500

As a **SILVER SPONSOR**, your business will have the following sponsor benefits:

- Logo placement in member email communication regarding event . Standard logo placement on all posters, ad, brochures and event t-shirts.
- Business name on sponsor signage at the event and day of event flyer
- Gratis membership in the GCRA for the 2017/18 membership year
- 4 VIP tent access passes and 30 complimentary entry tickets

FRIENDS OF THE OYSTER FESTIVAL SPONSOR

\$1,000

As a **FRIENDS OF THE OYSTER FESTIVAL SPONSOR**, your business will have the following sponsor benefits:

- Opportunity to have a booth in Sponsor Row
- Business name on sponsor signage at the event and day of event flyer
- 20 complimentary entry tickets

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THANK YOU

...for reviewing the sponsorship opportunities for the 2018 Lowcountry Oyster Festival. We hope that one of these levels will suit your business' needs as we at the Greater Charleston Restaurant Association, Inc. look forward to growing and developing our relationship with you.

And remember that your investment is **tax deductible!**



We are here to discuss these opportunities and answer any questions that you may have.

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