

MARKETING/OUTREACH/SPONSORSHIP OPPORTUNITIES

GREENVILLE
REGGAE
— BLOCK PARTY —

SPONSOR PACKET



EVENT OVERVIEW:

The Greenville Reggae Block Party is a vibrant celebration of reggae music, culture, and community, set to take place in the heart of downtown Greenville. This family-friendly event will feature live reggae bands, local food vendors, artisan markets, and interactive activities for all ages. With an expected attendance of 3,000, the block party aims to bring together music lovers, families, and cultural enthusiasts for a day of rhythm, unity, and positive vibes. The event will also highlight sustainability initiatives, promoting eco-friendly practices and local businesses. Join us for an unforgettable experience filled with music, dance, and community spirit!

AUDIENCE

- Reggae music enthusiasts
- Families with children
- Young professionals (25–40)
- College students and young adults
- Local foodies and craft beverage lovers
- Artisans and cultural supporters
- Eco-conscious individuals and sustainability advocates
- Community-minded residents and visitors

BLOCK PARTY DEMOGRAPHICS

- The Greenville Reggae Block Party will draw an expected crowd of 3,000 attendees, creating a lively and energetic atmosphere for sponsors to engage with.
- The event primarily targets adults aged 18–45 but is designed to be family-friendly, ensuring a welcoming environment for all age groups..
- Attendees will represent a balanced gender mix, with 50% female, 45% male, and 5% identifying as non-binary or other.
- The audience will largely consist of middle to upper-middle-income individuals, with annual earnings ranging from 50,000 to 100,000+, reflecting strong purchasing power.
- Attendees are passionate about reggae music, Caribbean culture, sustainability, local food, arts, and community-driven events, making them ideal for culturally aligned sponsors.
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SPONSOR BENEFITS	SILVER \$2,500	GOLD \$5,000	PLATINUM \$7,500	TITLE \$10,000
VIP tickets	2	4	8	12
Logo placement on event signage, programs, and digital promotions	●	●	●	●
Official Comments from stage	●	●	●	●
Set up a branded booth	●	●	●	●
Social Media Exposure		●	●	●
Opportunity to address VIPs			●	●
Exclusive naming rights for stage				●

\$250 Food Vendor - \$150 Non- Food Vendors

COMMITMENT FORM

Commitment Form

_____ Yes, I/we wish to support the African- American Tourism Conference.

Please print your Company/Foundation/Name as you would like it to appear in the program.

Company/Foundation/Name:

Contact Name:

Title/Position:

Address:

City/State/Zip:

Main Phone:

Alt. Phone:

Email:

_Title Sponsor \$10,000

_Platinum Sponsor \$7,500

_Gold Sponsor \$5,000

_ Silver Sponsor \$2,500

Donor (Unable to attend but wish to contribute) \$_____

Make your check payable to: South Carolina African American Tourism Council



GREENVILLE REGGAE BLOCK PARTY

Mail to: 25 Goldsmith Street Greenville, SC 29609

Questions Call: 864.270.3784

South Carolina African American Tourism Council is a 501 c3 Tax Exempt Organization

Sponsorship is tax-deductible to the full extent of the law.

