

SPONSORSHIP GUIDE

2027



ABOUT THE EVENT

The South Carolina Pimento Cheese Festival
Saturday, April 10th, 2027
11am - 6pm
Saluda Shoals Park
6071 St. Andrews Road, Columbia, SC 29212

There are many festivals in South Carolina, but none had featured the southern staple, pimento cheese. Therefore, in 2025, Brian & Kristin Cole at Red Maple Events created the South Carolina Pimento Cheese Festival. The festival is located in Columbia, a central location for pimento cheese lovers from all over the state to gather and try the state's best pimento cheese! The festivities include: pimento cheese sampling, an arts and crafts fair, pimento cheese inspired creations, food trucks, live music, inflatables for kids, and other family-friendly fun! Amateur chefs can even enter their pimento cheese into the amateur pimento cheese contest the week of the event.

↗ The South Carolina Pimento Cheese Festival was created in 2025. In it's inaugural year, 2,400 people attended. In 2026, 5,000 people attended. While having the event at Saluda Shoals Park, we have room to grow the event each year. The projected attendance for 2027 festival is approximately 8,000+.

ATTENDANCE INCREASE EACH YEAR



↗ Community is what this festival is all about. Good Pimento Cheese. Good Food. Good Family Friendly Fun. Good Music. Great Times.





WHY SPONSOR US?

Not only do we (Red Maple Events) host the South Carolina Pimento Cheese Festival, we also started the Columbia's Shrimp & Grits Fest (in 2016) and it has been successful for 11 years, as tickets sell out each June.

We are familiar with festivals and attendance has grown each year. We advertise the festival on billboards, social media, radio, television interviews, and via social influencers.

Our job is to get as many people to the festival so that you can put your name in front of potential customers.

DIVERSE AUDIENCE

We have all ages of attendees; from toddlers, children, teens, young adults, middle aged, as well as seniors. The festival is well attended by both men and women.

STATEWIDE BILLBOARDS

We want the whole state of South Carolina to know about The South Carolina Pimento Cheese Festival. We advertise on digital billboards throughout the state, months and weeks ahead of the festival.

FACEBOOK

In 2025, our Facebook event page had 3.8K people responded. In 2026, 8.3K people responded. With over 1K followers on our Facebook page, we get the word out about your business. We boost our event, have giveaways, as well as use local social influencers to help promote the festival.

RADIO ADS

Radio advertisement is still one of the best ways for attendees to find out about events. Before the festival, our radio ads air 2 weeks leading up to the festival.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR — $3,000

- Company logo on website
- Company logo on Facebook event cover photo
- Company logo on Billboard Ads
- Company logo on yard sign at the festival
- Company logo on festival map
- Company logo on festival banner hung at the event
- Premium table location for your company to set up a table/tent at the Festival
- Opportunity to be a pimento cheese judge in the professional category contest
- Mentions on Facebook
- Mentions in Advertisements
- Company name mentioned at award ceremony
- Video featuring your company name and services posted on Facebook



GOLD SPONSORSHIP — $1,500

- Company logo on website
- Space for your company to set up a table/tent at the festival
- Premium table location
- Mentions on Facebook
- Company name mentioned at award ceremony
- Company logo on yard sign at the festival
- Company logo on festival banner hung at the event



SILVER SPONSORSHIP — $500

- Company logo on website
- Space for your company to set up a table/tent at the festival
- Premium table location
- Company logo on festival banner hung at the event



CONNECT WITH US!

If interested in being a sponsor for the 2027 South Carolina Pimento Cheese Festival, please print and fill out the last page of this document, write a check and email or mail to:

Red Maple Events, LLC
P. O. Box 2664
Lexington, SC 29071

Online payment is an option as well.

Please let us know if you have any questions.

We look forward to partnering with you!



803-760-2618 RMeventsSC@gmail.com www.scpimentocheesefest.com



Sponsorship Form

Name: _____

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Sponsorship Package and/or Items/Services the Sponsor will provide:

_____

_____

_____

Please send a high resolution company logo to RMEventsSC@gmail.com
to be included in advertising.

Please arrive no later than 9:30am to set up your table, as the gate will be opening at 11am on Saturday, April 10th, 2027

You can pay online via a link or make check payable to Red Maple Events and mail to P. O. Box 2664, Lexington, SC 29071

_____ Company Signature

_____ Brian Cole, Red Maple Events, LLC