



Sponsor Guide

2021 ATTENDANCE

- 10,000+ attendees
- 75+ entertainers and educators
- 56+ vendors and food trucks

REACH AND RESPONSE

*139,000 people engaged on social media in weeks leading up to event

*7.1k responded to the event

*Attendees came from Michigan, SC, NC, TN, and GA.

"Our first RenFaire, and we were definitely astounded at the magnificent, creative and fun creations at! Our family plans on going whenever we have the opportunity!"--Charles Scarle

The big Ren fest in NC is nice, but is a multi week/multi month event. For a 1 day, free event, The Upstate RenFest was FANTASTIC! It was a GREAT first annual event. I look forward to next year already, and have been encouraging everyone to come next year."--Jan Prah

ECONOMIC IMPACT

"This was the most successful event for my business that I've EVER had...Successful events in the past have earned me \$1,000 over the course of a two or three day weekend. Instead, I broke \$2,000 at the Upstate Ren. Faire. This has been so incredibly encouraging, and I am so grateful and glad to have been a part of it." -- Dicey Dungeon



"I have been selling my art at events for around 3-4 years and this is my most successful event to date!"--Aquabun Art

"Every vendor I talked to said the same thing: unbelievable how busy it was, how well organized. Many sold out or close to it; all will come back... I can't believe how much I grossed--3.5x as much as any event I have ever done."--Marcus Rubin

Businesses in downtown Greer reported increased attendance and income including Dress Me Lulu, Barista Alley, Abbott's, Stomping Grounds, and The Greer Heritage Museum.

SIGNIFICANCE

The Upstate Renaissance Faire put Greer on the map as one of the up-and-coming Renaissance Faires in the nation, many of which run every weekend for three months.

As Greer grows, the Faire has the potential to draw locals and tourists to Downtown Greer Station, providing a cultural and economic boom for vendors, restaurants, and merchants.





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GROWTH 2022

- *Extending the children's area into the park
- *Adding a petting zoo and small rides for the children's area
- *Hiring more interactive educational guides in Old World crafts
- *Closing Poinsett Street to add more food and merchant vendors and a second stage
- *Bringing in acrobats, a second dance troupe, roving entertainment, and fire performers
- *Renting dedicated audio equipment for each stage and the field as well as an MC for each area
- *Displaying Renaissance art from the Museum and Gallery in City Hall
- *Adding a VR Medieval experience
- *Holding a costume contest with sponsored prizes
- *Adding more theatrical performances from the Classic Players and the Logos Theatre
- *Adding more hands-on activities and games for adults and children (including ax throwing, games of chance, and more)
- *Throwing a Friday evening gala with live entertainment and Renaissance-style feasting
- *Adding swag bags and merch presales

MARKETING 2022

- *Facebook and IG groups and ads
- *Video: pre-recorded and live
- *Collaborations with local business
- *TV appearances
- *Guest appearances on local blogs and podcasts
- *Flyers and signage

SPONSORSHIP OPPORTUNITIES

Gift certificates and swag: Swag bags, costume prizes

\$500: Hands-on activities (ax-throwing, archery booth, games of chance)

\$1,000: Photo booth, Costume Contests, Interactive Art

\$5,000: Faire sections (Alchemy Alley, Vendor Village, Children's Area, Educational Area, VR Experience, etc.)

\$10,000: Three Stages, Court/Martial Field, Renaissance Art Gallery, Evening Gala