



11TH Rockabilly

ANNOUNCING OUR 11TH YEAR
SATURDAY, NOV 9TH, 2024
IN PARK CIRCLE / NORTH CHARLESTON,
PLUS KICKOFF PARTY NOV 8TH
& POOL PARTY NOV 10TH



VIVE LE ROCK PRODUCTIONS
11th ANNIVERSARY
ROCKABILLAQUE 2024
SPONSORSHIP DECK



HIGHLIGHTS

- ❖ SATURDAY, NOVEMBER 9TH IN THE HISTORIC NEIGHBORHOOD OF PARK CIRCLE IN NORTH CHARLESTON, SC PLUS ADDITIONAL EVENTS ON NOVEMBER 7TH, 8TH and 10TH.
- ❖ CELEBRATING OUR 11TH ANNIVERSARY ON THE MAIN STRIP OF E MONTAGUE AVE AND SIDE STREETS IN THE PARK CIRCLE NEIGHBORHOOD OF NORTH CHARLESTON, SC
- ❖ THE DAY LONG EVENT WILL INCLUDE A VARIETY OF LOCATIONS INCLUDING BARS, RESTAURANTS, BREWERIES, RETAIL STORES AND A MASSIVE OUTDOOR BLOCK PARTY
- ❖ CLASSIC CAR SHOW & VINTAGE MOTORCYCLE SHOW FEATURING OVER 400 CARS AND BIKES
- ❖ LIVE MUSIC: REGIONAL AND NATIONAL MUSIC ACTS WITH OVER 30 MUSIC ACTS ON MULTIPLE STAGES
- ❖ CONTESTS: PIN-UP, TATTOO, BEAD & MUSTACHE. PLUS A VENDOR'S MARKET FEATURING OVER 200 VENDORS
- ❖ UNIQUE OPPORTUNITIES FOR CREATIVE INTEGRATIONS, ACTIVATIONS AND BRANDING FOR YOUR BUSINESS AS PART OF ROCKABILLAQUE

ABOUT ROCKABILLAQUE

Since it's inception in 2013, Rockabillaque has since grown into the biggest event of its kind in the Carolinas. Our Charleston and Florida Festivals draw an attendance of over 18k annually.

The festival celebrates midcentury Americana culture with live music on numerous outdoor stages, an epic classic car & vintage motorcycle show, contests including a pin-up contest, a giant vendors market and the charm of the historic olde village of Park Circle.

This year's 11th Anniv festival takes the event to the next level with an eclectic car & bike show, music acts from across the map, and a diverse schedule. We are also a benefit, raising money for a select charity every year.

Get on board as a sponsor for this one-of-a-kind annual event that offers something for everyone! This a unique annual festival that draws a diverse audience of all ages who come from all over the map to attend Rockabillaque.



MEDIA COVERAGE

- Fox 24 (WTAT) News Now Broadcast + Local Happenings Segment
- ABC 4 (WCIV), Lowcountry Live Segment + Online Promo and Stream
- Post & Courier, editorial, online + Facebook
- Charleston City Paper digital and print ads, City Pick, online coverage, newsletter + Facebook
- Holy City Sinner online + Instagram
- CHS Today email x2 + Instagram Post
- Yelp Charleston online + targeted Newsletter
- 105.5 The Bridge + 98 Rock – On-Air Ad's, Live DJ Promos + Ticket Giveaways
- Some of the media coverage may change based on availability – the list above is only some of the coverage the festival will obtain.



PREMIUM RECORD TITLE SPONSOR



PLATINUM RECORD TITLE SPONSORSHIP

SPONSOR BENEFITS:

- Brand logo(s) at top of Official Poster
- Business Name integrated into Festival Name “Business Name above Rockabillaque” on Official Poster and other Flyers
- Included in all Email Blasts to over 25k festival subscribers plus Prominent Banner on Official Website
- Half Page Ad in the 16-page, high-res Program Guide – over 4k Copies distributed the week of and day of the festival around Park Circle neighborhood and throughout the festival
- Targeted Social Media Posts and Mentions on all Rockabillaque social channels plus digital ad’s – over 300k impressions
- Prominent 10X30 Space at Festival for Sponsor presence
- Opportunity for brand integrations / activations with local businesses at the festival and to distribute promotional materials at event plus opportunity for Car & Bike Show Integrations
- Print Advertising, Media & Social Media Ad Inclusions: All plus Event Photo Usage - brand inclusion in Press Releases and media
- First right of refusal to be sponsor for next Rockabillaque festival

SPONSORSHIP FEE: \$10,000

GOLD RECORD / BEVERAGE SPONSOR

PREMIUM BRAND LEVEL PACKAGE:

SPONSOR BENEFITS:

- **Poster Inclusion: Large Logo on Official Poster plus printed Flyers**
- **Included in all Email Blasts (bi-monthly) to over 25k festival subscribers plus Prominent Banner on Official Website**
- **Half Page Ad in the 16-page, high-res Program Guide – over 4k Copies distributed the week of and day of the festival around Park Circle neighborhood and throughout the festival**
- **Targeted Social Media Posts and Mentions on all Rockabillaque social channels plus digital ad's – overall reach 300k impressions**
- **Featured Official Beverage and Specials at participating businesses (where applicable) as part of the Festival**
- **Includes brand integrations / activations with local businesses at the festival and to distribute promotional materials at event plus opportunity for Car & Bike Show Integrations**
- **Included in specific on-air radio and print ad's and select promos for Radio, Television and Print. Plus Event Photo Usage**
- **First right of refusal to be sponsor for next Rockabillaque festival**
- **SPONSORSHIP FEE: \$6,000**



**GOLD RECORD
SPONSOR**

HOOTENANNY SPONSORSHIP



HOOTENANNY SPONSORSHIP

SPONSOR BENEFITS:

Presenting Sponsor of Music Line-Up & Stages

- **Poster Inclusion: Logo On Official Poster and Music Line-Up Poster plus printed Flyers**
- **Prominent Logo on Stage Banners**
- **Included in select Email Blasts to over 25k festival subscribers plus Prominent Banner on Official Website**
- **Quarter Page Ad in the 16-page, high-res Program Guide – over 4k Copies distributed the week of and day of the festival around Park Circle and throughout the festival**
- **Select Social Media Posts and Mentions on all Rockabillaque social channels plus digital ad's – overall 150k impressions**
- **Presenting Sponsor of Music Line-up for Festival of over 25 Music Acts including stage integrations**
- **10x20 Space at Festival for Sponsor presence**
- **Included specific on-air radio, print ad's, digital media promos for Radio, Television and Print – Plus Event Photo Usage**
- **Sponsor Brand integration / activations at event and to distribute promotional materials at event**
- **First right of refusal for next Rockabillaque festival**

SPONSORSHIP FEE: 3,000

HOT ROD SPONSOR LEVEL

SPONSOR BENEFITS:

Presenting Sponsor of Classic Car & Vintage Motorcycle Show

- **Poster Inclusion: Logo on Official Poster and Car & Bike Show Poster plus printed Flyers**
- **Included in select Email Blasts to over 25k festival subscribers plus Prominent Banner on Official Website**
- **Quarter Page Ad in the 16-page, high-res Program Guide – over 4k Copies distributed the week of and day of the festival around Park Circle and throughout the festival**
- **Select Social Media Posts and mentions on Rockabillaque social channels**
- **Brand Name / Logo on all related Car & Bike Show related social media posts and flyers including specific brand promos**
- **Included in on-air radio, print ad's, digital media promos for Radio, Television and Print – Plus Event Photo Usage**
- **Presenting of Car & Bike Show Awards and opportunity for brand integration on trophies**
- **10x20 Space at Festival for Sponsor presence**
- **Sponsor Brand integration / activations at event and distribute promotional materials at event – Plus Event Photo Usage**

SPONSORSHIP FEE: \$3,000



HOT ROD SPONSOR

CONTEST SPONSORSHIPS



CONTEST SPONSOR LEVEL

SPONSOR BENEFITS:

Presenting Sponsor of Specific Contests

- **Poster Inclusion:** Logo on Official Poster and Prominent Logo on Contest Posters
- **Included in select Email Blasts** to over 25k festival subscribers plus Prominent Banner on Official Website
- **Quarter Page Ad** in the 16-page, high-res Program Guide – over 4k Copies distributed the week of and day of the festival around Park Circle neighborhood and throughout the festival
- **Select Social Media Posts** and mentions on Rockabillaque social channels
- **Advertising Inclusion:** Logo inclusion in select Digital Ads and other pertinent ads
- **Presenting select Contests** including Pin-Up, Tattoo, Beard & Mustache including brand integration into contest
- **10x10 Space** at Festival for Sponsor presence
- **Sponsor Brand integration / activations** at event and to distribute promotional materials at event – Plus Event Photo Usage

SPONSORSHIP FEE: \$1,500

CUSTOM SPONSOR PACKAGE:

SPONSOR BENEFITS:

- We will work with you to create a fully customized Sponsorship Package that fits your brand and your budget, this package will be uniquely reflecting of your business brand
- Opportunity to pick and choose various perks and options from the other sponsorship packages
- Create unique integrations and activations both online and day of the festival for one or both days of the event.
- Sponsorship can include Car & Bike Show and Contest integrations and local businesses participation.
- Let us know if this is the Sponsor Package you prefer, and let us create the best sponsorship for your business brand needs
- **SPONSORSHIP FEE: Customized**



CUSTOM SPONSORSHIP

SPONSOR EXPOSURE

- OPPORTUNITY FOR YOUR BRAND TO BE INCLUDED IN ADVERTISING, DIGITAL MEDIA PROMOTIONS, SOCIAL MEDIA POSTS & NEWSLETTERS
- UNIQUE INTEGRATIONS AND ACTIVATIONS PRE-EVENT AND DAY OF FESTIVAL WITH ON-SITE PRESENCE
- POTENTIAL FOR FURTHER CUSTOMIZATIONS TO PROMOTE YOUR BRAND
- EXPOSURE TO A DIVERSE AUDIENCE AND DEMOGRAPHICS





**NOW IN IT'S 11th YEAR
ROCKABILLAQUE CHARLESTON HAS
GROWN TO BE THE BIGGEST EVENT
OF ITS KIND IN THE CAROLINAS.**

**OUR FLORIDA FESTIVAL IS NOW IN
ITS 5th YEAR, WE HAVE EXPANDED
THE BRAND AND CREATED A NEW
SUCCESSFUL SECOND EVENT.**

**WE ARE ALSO EXPANDING INTO
OTHER FESTIVALS AND EVENTS.**

THANK YOU
ROCKABILLAQUE
2024

CONTACT

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