



Iris Festival

2025 SPONSORSHIP OPPORTUNITIES



ABOUT US

The Sumter Iris Festival, a 501(c)(3) organization, is the state's oldest continuous 3-day festival and is consistently ranked among the top festivals in the Southeast. The festival appeals to a wide range of interests, including flowers, pageants, classic cars, artists and crafters. The festival takes place annually in May at Swan Lake Iris Gardens, which is a 150-acre gift to the community from the Bland and Heath families. The Certified Level II Arboretum features over 120 varieties of iris that bloom in late spring among many other plants and animals, including all eight species of swan in the world.

SPECIAL EVENTS

- Taste at the Gardens: A kickoff celebration with free admission, themed entertainment, music, and food from restaurants, chefs and caterers.
- Crowning of the King and Queen: an educational scholarship program.
- Concerts: Local and Regional bands perform throughout the festival.
- Antique and classic car shows.
- Children's activities: Rides, games, art, and contests.
- Beauty Pageant: a day filled with performances, personalities, pageant wear, and outstanding competition.
- Parade: featuring festival floats, area bands, street performers, and more!
- Featured Artists: local and regional artists and musicians make special appearances all weekend long.
- Contact us for more!



OUR MISSION

The Sumter Iris Festival is dedicated to celebrating the beauty of Swan Lake Iris Gardens by fostering community engagement and cultural enrichment. We strive to offer educational opportunities and create a vibrant, inclusive event that unites residents and visitors in a shared appreciation for gardening, artistry, and family-friendly activities. Through these efforts, we aim to enhance the local spirit and showcase the natural and artistic splendor of our cherished gardens.

BY THE NUMBERS



40K+ Attendees

Each year the Iris Festival draws more than 40,000 attendees from all around the Southeast U.S. and beyond.



100+ Vendors

Vendors from all across the Southeast sign up each year to attend and sell their unique arts and crafts.



Top 20 Signature Event

Winner of the Southeast Tourism Society's Signature Event for 2024.



May 16-18, 2025

Special event opportunities starting Thursday evening through Sunday!



PHONE: 803-436-2640

EMAIL: SumterIrisFestival@gmail.com

WEBSITE: www.IrisFestival.org

ADDRESS:

P.O. Box 1802

Sumter, SC 29151



Iris Festival SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS & BENEFITS	TRUMPETER SPONSOR \$10,000	WHOOPER SPONSOR \$5,000	WHISTLER SPONSOR \$3,000	BLACK AUSTRALIAN SPONSOR \$2,000	BEWICK SPONSOR \$1,000
FESTIVAL PRESENTING SPONSOR	✓	-	-	-	-
MAIN STAGE BANNER RECOGNITION	✓	✓	-	-	-
LOGO ON FESTIVAL GUIDE/MAP	✓	✓	-	-	-
COMPLIMENTARY PARADE ENTRY	✓	✓	-	-	-
LOGO ON FESTIVAL POSTER/ADS	✓	✓	-	-	-
SPECIAL EVENT BANNER RECOGNITION	✓	-	✓	-	-
LOGO ON SPECIAL EVENT POSTER/ADS	✓	-	✓	-	-
SPONSOR SPEAKING TIME	5 MIN/DAY	3 MIN/DAY	5 MIN/SPECIAL EVENT ONLY	-	-
EXCLUSIVE SPONSOR BOOTH	10x10 THU-SUN	10x10 FRI-SUN	10x10/SPECIAL EVENT ONLY	10x10 FRI-SUN	-
SPONSOR LOGO ON T-SHIRTS	✓	✓	✓	✓	-
SOCIAL MEDIA PROMOTED POST	✓	✓	✓	✓	✓
LOGO ON FESTIVAL WEBSITE	✓	✓	✓	✓	✓
ENTRY GATE BANNER RECOGNITION	✓	✓	✓	✓	✓
COMPLIMENTARY TASTE BUCKS	200	100	60	40	20
LIMITED EDITION 2025 FESTIVAL LAPEL PIN	20	10	6	4	2

To fully utilize the benefits of your sponsorship, please complete the enclosed form and submit it via email to SumterIrisFestival@gmail.com. To ensure you receive all the benefits associated with your sponsorship level, please confirm your commitment by January 31, 2025. Some benefits may not be available after this date.

YOUR NAME:

COMPANY NAME:

SPONSORSHIP LEVEL:

EMAIL ADDRESS:

PHONE NUMBER:

YOUR SIGNATURE:



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