

14TH ANNUAL



SHOP
AND
DINE
Local
CHARLESTON

Buy Local Season

PARTNERSHIP OPPORTUNITIES

LOWCOUNTRY
LOCAL FIRST

Buy Local Season

2025 PARTNERSHIP OPPORTUNITIES

Objectives of the Campaign

- Define “local” in order to ensure the biggest economic impact
- Highlight how business-to-business relationships create the multiplier effect and build the relationship economy
- Create a “buzz” around spending your holiday dollars with local-independent businesses through a mix of digital and in-person activation.

Background

Lowcountry Local First’s inaugural “Buy Local Month” was held in 2011 as a grassroots movement of education and relationship-building that promotes the many economic and societal benefits of supporting local businesses. During the campaign’s 14-year tenure, Lowcountry Local First has offered several promotional opportunities to showcase the great work local businesses are doing for their community, and works to steer consumers to these businesses at the height of the holiday shopping season. From Buy Local Bashes and Block Parties, storefront takeovers, and parades, to Golden Ticket contests, Vote for Mom & Pop campaigns and so much more, this campaign has continually evolved to meet the ever-changing needs of our local retail, hospitality, personal service and food & beverage industry businesses.

Why Buy Local?

When consumers choose to support locally owned businesses, 45% of those dollars spent stay within our community as opposed to only 14% when choosing to buy from non-local retailers and businesses. This influx of revenue is essential for local business growth, strong schools, safer streets and an overall increased quality of life. By spending more money locally, citizens and visitors alike are contributing to the positive growth of the Lowcountry, and Lowcountry Local First is working to turn local economic prosperity into a way of life.





BUY LOCAL SEASON 2025

Sponsorship levels

Sponsorship commitment for the following level must be received by July 1, 2025 in order to receive full benefits.

Exclusive Presenting Partner **\$15,000** (Industry Exclusivity)

- Invitation to co-curate a Holiday Gift Guide that spotlights your preferred local businesses. This guide will live on the Lowcountry Local First blog and be shared out in an e-blast and on partner social media posts.
- Invitation to host and make remarks at the Buy Local Season Local Social
- Prominent brand recognition on Shop & Dine Local printed promotional pieces, including on:
 - 100 posters distributed to highly-visible local storefronts
 - 1000 local gift guide postcards distributed to local businesses and markets
- Prominent, exclusive brand visibility on tent and signage utilized at 2-3 area holiday shopping markets. Invitation to be with LLF's team or provide additional promotional items to the table.
- Logo featured on 200 custom, reusable tote bags, distributed to holiday market attendees and available for purchase
- Exclusive logo inclusion on 4-week rotating digital outdoor advertising campaign
- Exclusive name recognition during 10-week radio advertising campaign across Bridge 105.5 and OHM Radio 96.3FM
- Prominent logo inclusion on all advertising placements. Media partners may include but are not limited to The Post & Courier, Charleston City Paper, Charleston Magazine, Local Palate, El Informador, West Of, Folly Current
- Prominent logo inclusion on 50 Shop & Dine Local yard signs distributed throughout the community in walkable areas and in front of storefronts
- Prominent logo inclusion on LowcountryLocalFirst.org and dedicated landing page
- Prominent recognition across Lowcountry Local First's social media during the campaign
- Prominent logo inclusion on 5+ e-blasts distributed to 7k+ subscribers throughout the campaign (+30% average open rate)
- Recognition in regional press release announcing campaign, including a personalized quote





BUY LOCAL SEASON 2025

Sponsorship levels

Sponsorship commitment for the following levels must be received by
September 12, 2025 in order to receive full benefits.

Buy Local Champion

\$5,000

Limited to 3



- Invitation to provide hand-outs or promotional material to attendees of 2-3 area holiday shopping markets where Lowcountry Local First will be tabling.
- Invitation to co-curate a Holiday Gift Guide that spotlights your preferred local businesses. This guide will live on the Lowcountry Local First blog and be shared out in an e-blast and on partner social media posts.
- Logo featured on 200 custom, reusable tote bags, distributed to holiday market attendees and available for purchase
- Logo featured on 50 Shop & Dine Local yard signs distributed throughout the community in walkable areas and in front of storefronts
- Prominent brand recognition on Shop & Dine Local printed promotional pieces, including on:
 - 100 posters distributed to highly-visible local storefronts
 - 1000 local gift guide postcards distributed to local businesses and markets
- Logo inclusion on all advertising placements. Media partners may include but are not limited to The Post & Courier, Charleston City Paper, Charleston Magazine, Local Palate, El Informador, West Of, Folly Current.
- Logo inclusion on LowcountryLocalFirst.org and relevant event pages
- Logo inclusion on 5+ e-blasts distributed to 7k+ subscribers throughout the campaign (+30% average open rate)
- Recognition in regional press release announcing campaign
- Recognition on Lowcountry Local First's social media

Buy Local Leader

\$2,500

- Prominent brand recognition on Shop & Dine Local printed promotional pieces, including on:
 - 100 posters distributed to highly-visible local storefronts
 - 1000 local gift guide postcards distributed to local businesses and markets
- Logo inclusion on LowcountryLocalFirst.org and relevant event pages
- Recognition on Lowcountry Local First's social media
- Logo inclusion on 5+ e-blasts distributed to 7k+ subscribers throughout the campaign (+30% average open rate)
- Recognition in regional press release announcing campaign

Buy Local Ground Breaker

\$1,000

- Logo inclusion on LowcountryLocalFirst.org and relevant event pages
- Recognition on Lowcountry Local First's social media
- Logo inclusion on 5+ e-blasts distributed to 7k+ subscribers throughout the campaign (+30% average open rate)
- Recognition in regional press release announcing campaign

Buy Local Lover

\$500

- Logo inclusion on LowcountryLocalFirst.org and relevant event pages
- Recognition on Lowcountry Local First's social media



BUY LOCAL SEASON 2025

Sponsorship Form

Company Name

Contact Name

Address

E-Mail

Phone

Partnership Level

- ☐ Exclusive Presenting Sponsor (\$15,000)
- ☐ Buy Local Champion (\$5,000)
- ☐ Buy Local Leader (\$2,500)
- ☐ Buy Local Ground Breaker (\$1,000)
- ☐ Buy Local Lover (\$500)

Jacquie Berger

Executive Director

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Kayla Sewell

Director of Development

Kayla@lowcountrylocalfirst.org

(843) 801-3390

Payment

☐ Please email or mail an invoice to: _____

☐ Check (payable to Lowcountry Local First)

Please return the completed form with payment information to:

Lowcountry Local First, Attn: Kayla Sewell

1859 Summerville Ave. Suite 800, Charleston, SC 29405

Printed Name

Signature