

SHOP
AND
DINE
local
CHARLESTON



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local
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Buy Local Season

PARTNERSHIP OPPORTUNITIES

LOWCOUNTRY
LOCAL FIRST

Buy Local Season

2026 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 15-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.



2026 Buy Local Block Party Activation Opportunities

All Buy Local Block Party sponsorship activations are limited to 1 sponsor and include:

- Logo featured on Buy Local Season landing page, event page, and seasonal newsletters
- Invitation to walk with our team in the City of Charleston Holiday Parade (*pending acceptance into the parade*)



Winter Warmth Sponsor \$5,000

Distribute custom Local scarfs with your logo to the first 250 attendees



Kids Area Sponsor \$3,500

Branded banner on the entrance to the kids area (may include facepainting, fairy hair and/or holiday characters)



Beer Cup Sponsor \$3,000

Logo visibility on reusable frosted plastic cups



Koozie Sponsor \$1,500

Logo visibility on custom branded koozies



Bounce House Sponsor \$1,500

Logo visibility on signage by the bounce house



Hot Cocoa Sponsor \$1,000

Logo visibility on paper cups for the Cocoa bar



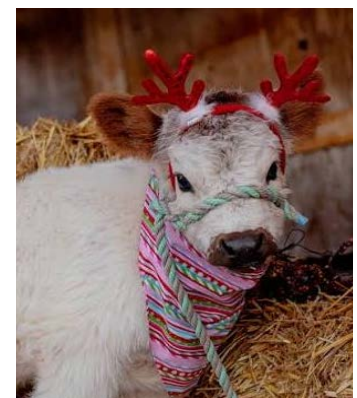
Good Enterprises Table Indentifiers Sponsor \$1,000

Logo visibility on tables of CBA Graduates



Gift Wrapping Sponsor \$500

Logo visibility on gift wrapping table



Petting Zoo Sponsor \$500

Logo visibility by the animal petting station



BUY LOCAL SEASON 2026

Sponsorship levels

Sponsorship commitment for the following level must be received by August 1, 2026 in order to receive full benefits.

SOLD

Exclusive Presenting Partner \$20,000 (Industry Exclusivity)



- Presenting sponsor of our Localist Card Neighborhood Holiday Gift Guide. 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
- Opportunity to collaborate on a co-branded social media reel spotlighting your support of Buy Local Season, your involvement in the campaign, and why investing in local, independent businesses makes a meaningful impact.
- Prominent brand recognition on Shop & Dine Local printed promotional pieces, including on:
 - 50 posters distributed to highly-visible local storefronts
 - 600 postcards distributed to local businesses and markets
- Prominent, exclusive brand visibility on tent and signage. Invitation to be with LLF's team or provide additional promotional items to the table.
- Logo prominently featured on signage at the Buy Local Block Party
- Logo featured on 200 custom, reusable tote bags, distributed to Buy Local Block Party attendees
- Exclusive logo inclusion on 4-week rotating digital outdoor and 6 week Jr. Billboard 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, Fig Magazine, West Of, Folly Current
- Prominent logo inclusion on 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
- Invitation to walk with our team in the City of Charleston Holiday Parade (pending acceptance into the parade)

Sponsorship levels

Sponsorship commitment for the following levels must be received by **August 1, 2026** in order to receive logo inclusion in advertising placements and by September 15, 2026 for remaining benefits.

Buy Local Champion \$5,000 Limited to 3



- Sponsor of our Localist Card Neighborhood Holiday Gift Guide. 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 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:
 - 50 posters distributed to highly-visible local storefronts
 - 600 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, Fig Magazine, West Of, Folly Current.
- Logo featured on signage at the Buy Local Block Party
- Invitation to provide hand-outs or promotional material to attendees of the Buy Local Block Party
- 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
- Invitation to walk with our team in the City of Charleston Holiday Parade (*pending acceptance into the parade*)

Buy Local Leader \$2,500

- Prominent brand recognition on Shop & Dine Local printed promotional pieces, including on:
 - 50 posters distributed to highly-visible local storefronts
 - 600 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
- Logo featured on signage at the Buy Local Block Party
- Invitation to walk with our team in the City of Charleston Holiday Parade

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
- Logo featured on signage at the Buy Local Block Party
- Invitation to walk with our team in the City of Charleston Holiday Parade

Buy Local Lover \$500

- Logo inclusion on LowcountryLocalFirst.org and relevant event pages
- Recognition on Lowcountry Local First's social media
- Invitation to walk with our team in the City of Charleston Holiday Parade



BUY LOCAL SEASON 2026

Sponsorship Form

Company Name

Contact Name

Address

E-Mail

Phone

Are you currently a member of Lowcountry Local First?

☐ Yes / ☐ No

Buy Local Block Party Event Activation Partnerships

☐ Winter Warmth Sponsor (\$5,000)

☐ Kids Area Sponsor (\$3,500)

☐ Beer Cup Sponsor (\$3,000)

☐ Koozie Sponsor (\$1,500)

☐ Hot Cocoa Sponsor (\$1,000)

☐ Good Enterprises Table Identifiers Sponsor (\$1,000)

☐ Gift Wrapping Sponsor (\$500)

☐ Petting Zoo Sponsor (\$500)

Buy Local Season Partnerships

 ☐ Presenting (\$20,000)

☐ Champion (\$5,000)

☐ Leader (\$2,500)

☐ Ground Breaker (\$1,000)

☐ Lover (\$500)

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

or email to kayla@lowcountrylocalfirst.org

Printed Name

Signature