



803 Day

**SPONSORSHIP
INFORMATION**

803DAY.ORG



803 DAY 5K & CELEBRATION

SATURDAY, AUGUST 3, 2024

The inaugural 803 Day Celebration and Festival will be held on Saturday, August 3, 2024 on the grounds of the Robert Mills House in Columbia, South Carolina from 12noon to 5:00PM. The day will feature a 5K run/walk, group photo op at the State House, and an outdoor celebration with live music, food trucks, vendors/exhibitors, scavenger hunt, interactive games for all ages.

803 Day is designed to create awareness and support for local businesses and organizations, offering an excellent opportunity for residents and visitors to enjoy the 803 area. Restaurants and merchants are encouraged to offer specials for \$8.03 that day to join the fun.





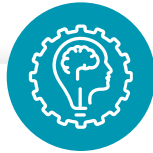
EVENT OBJECTIVE

Provide a safe and fun day to celebrate, create awareness, build relationships, and support everything 803!



Create Awareness

To create awareness about businesses and organizations in the Columbia metropolitan area



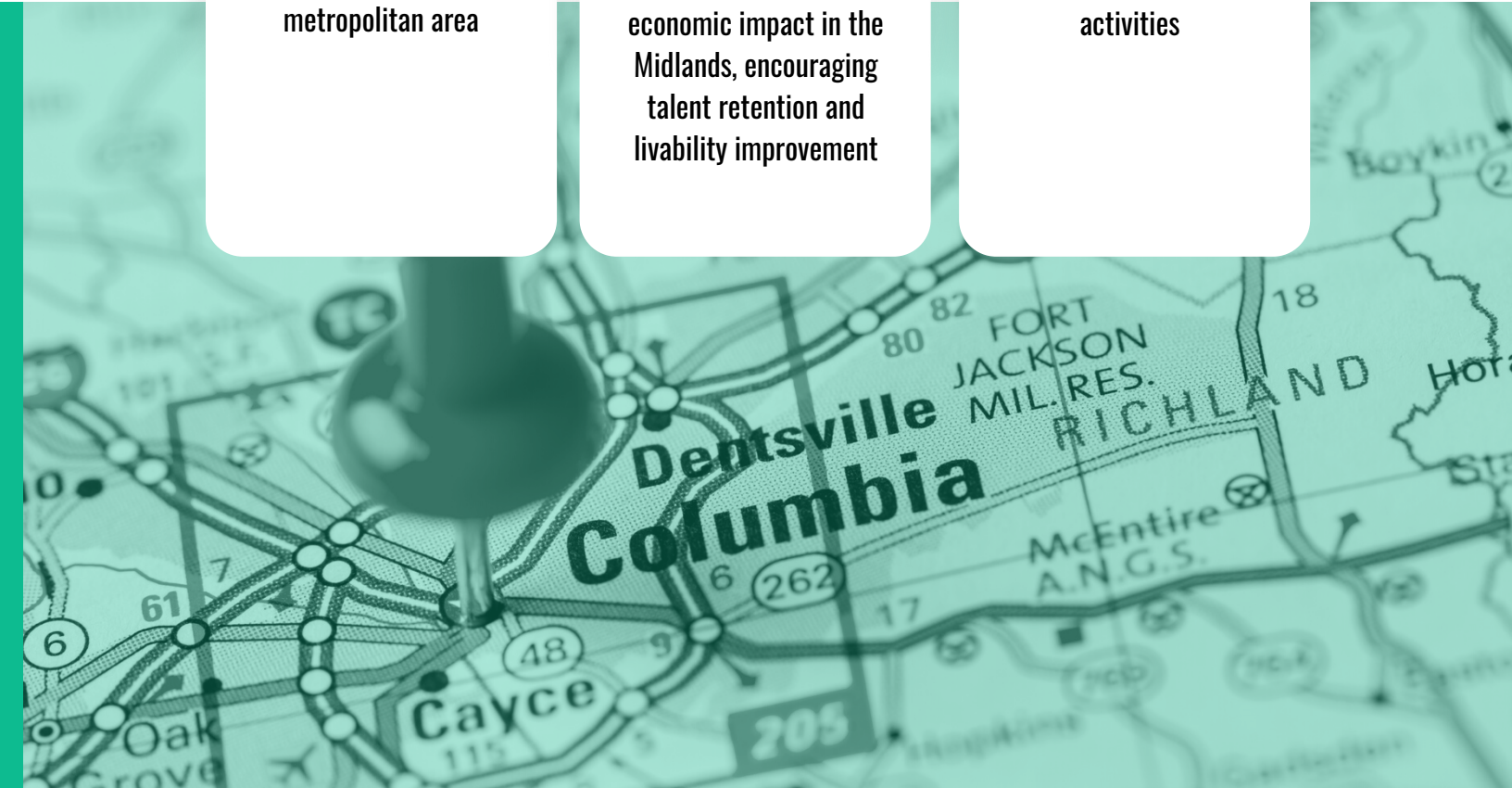
Engagement

To celebrate and build relationships with residents and visitors, creating a strong economic impact in the Midlands, encouraging talent retention and livability improvement



Support

To support local businesses, organizations, initiatives, and activities



EVENT ITINERARY



5K SET UP

5K RACE ON-SITE REGISTRATION & SET UP

7:00 AM - 8:00 AM

RACE BEGINS

8:00 AM - 10:00 AM

CITYWIDE SCAVENGER HUNT

SITES, ATTRACTIONS, & PUBLIC ART

8:00 AM - 8:00 PM

CELEBRATION SET UP

VENDORS, EXHIBITORS, & STAGING

10:00 AM - 11:30 AM

STATE HOUSE PHOTO OP

GROUP PHOTO

11:25 AM - 11:35 AM

LIVE ENTERTAINMENT/DJ SETS

DJ SETS/LOCAL PERFORMANCES

12:00 NOON - 6:00 PM

FOOD TRUCKS, EXHIBITORS, & VENDORS WILL BE ON-SITE FROM 10:00 AM - 7:00 PM. ATTENDEES MAY BRING BLANKETS AND LAWN CHAIRS TO ENJOY THE FESTIVITIES. CLEAR BAG POLICY ENFORCED.



VENDORS & EXHIBITORS

EXHIBITORS

Does your organization want to participate in the inaugural 803 Day as an exhibitor? The event committee has been working to make this year's event fun, engaging and memorable. The exhibitor fee is \$150.00. The 501c3 nonprofit organization fee is \$125.00.

VENDORS

Interested in selling your merch or edibles at 803 Day? Join us! The vendor fee is \$200.00.

FOOD TRUCK VENDORS

We have reserved limited spots for food trucks for our food truck alley. The vendor fee is \$250.00 and includes:

- Website Logo Inclusion, Signage & Press/Social Media Mentions

Exhibitors and vendors are responsible for their own set-up supplies. Space will consist of 10' x 10' areas. No tables or chairs will be given. Tents are recommended and must be weighed at a minimum of 20 lbs. Event set-up will begin at 10:00 AM. All business licenses must be prominently displayed. Food vendors must have DHEC clearance.



5K RUN/WALK SPONSORSHIPS

T-SHIRT LOGO SPONSORS

Want your logo on the back of the official 803 Day 5K Run/Walk t-shirt? We have limited spots available for \$100.00.

WINNER SPONSORS

This year we will have 3 categories of winners: 1st, 2nd, and 3rd place for women and men. If your organization would like to sponsor, winner levels are as follows:

1st Place Sponsorship: \$200.00 (\$100 per gender)

2nd Place Sponsorship: \$100.00 (\$50 per gender)

3rd Place Sponsorship: \$50.00 (\$25 per gender)

*Awards may be given in form of Visa/Mastercard gift cards or for your place of business if you are a local restaurant or retail store.

IN-KIND SPONSORS

Each participant will need water and healthy snacks as they complete the race. We would like to have fresh fruit and water available. If your organization is interested in providing bottled water and/or fruit, please contact us at 803.922.5310 or hello@803day.org. We also accept gift cards to Sam's or Costco.



SCAVENGER HUNT SPONSORSHIPS

A citywide scavenger hunt will be available from 8AM - 8PM on 803 Day, featuring the Soda City Certified (SCC) app. SCC is Columbia's only app to promote local restaurants, events, shops, and attractions in the Midlands area. The scavenger hunt will feature 25 sites. We will allow an opportunity for 10 businesses to be featured during the scavenger hunt for \$100.00.

HOW IT WORKS

Option One:

You will create a 4-digit pin code. A sign will be placed at your business with instructions utilizing a QR Code. If you would like participants to enter or patronize your establishment, you may ask participants to retrieve the pin code from staff once they have patronized or taken/shared a picture with your business and #803Day. Once they enter the pin code in the Soda City Certified app, they will collect 20 days. (Total possible points: 500)

Option Two:

A sign will be placed outside of your business with a QR Code. Participants will go to the website connected to the QR Code. They will search the page for a 4-digit PIN Code. The pin code will then be entered on the Soda City Certified app to collect 20 points. (Total possible points: 500)



SPONSORSHIP LEVELS

DIAMOND - \$25,000

- Prominent presenting sponsor placement on event website, social media, billboard, and press/marketing materials
- Recognition on event signage
- Opportunity to provide promotional materials in 5K participant packets
- Speaking opportunity during media interviews, opening remarks of 5K, photo op, and festival celebration
- Complimentary booth space at celebration
- Logo placement on 5K and celebration t-shirts
- Only one Diamond Level Sponsorship Available

PLATINUM - \$10,000

- Logo placement on event website, social media, billboard, and press/marketing materials
- Recognition on event signage
- Opportunity to provide promotional materials in 5K participant packets
- Complimentary booth space at celebration
- Logo placement on 5K and celebration t-shirts

GOLD - \$5,000

- Logo placement on event website, social media, and press/marketing materials
- Recognition on event signage
- Complimentary booth space at event
- Logo placement on 5K and celebration t-shirts

SILVER - \$1000

- Logo placement on event website and social media
- Complimentary booth space at event
- Recognition on event signage

BRONZE - \$250

- Logo placement on event website and social media

\$8.03 RETAIL/RESTAURANT INCLUSION - \$30

- Website directory & Soda City Certified app placement, and social media mentions of \$8.03 deals & specials to encourage residents and visitors to support local

VISIT
803DAY.ORG
FOR MORE INFO



CONNECT WITH US

www.803day.org

hello@803day.org

803.922.5310

[@803DaySC](#) Facebook/Instagram/Twitter (X)