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SPONSORSHIP OPPORTUNITIES

FRIDAY MONDAY
8.18.17 TO 8.21.17

Columbia, S.C., and its surrounding region are positioned in the best location – the best on the East Coast, in fact – to witness a spectacle that has not been seen in the continental United States in 99 years: a total eclipse of the sun, visible along a thin geographic band that stretches diagonally across the U.S. from Oregon to South Carolina.

Experts estimate that this total solar eclipse will be the most watched eclipse in the history of the world as we know it. Only those in the “path of totality” will have the extremely rare, awe-inspiring experience of witnessing a 100% total eclipse.

“Close” is not close enough!

Columbia, S.C.: The Longest Total Eclipse on the East Coast

At 2:41 p.m. on Monday, August 21, 2017, viewers who have gathered in the greater Columbia, S.C., area will experience the longest period of 100% total eclipse for a metro area on the entire East Coast of the United States.

Cities in the totality path have been preparing for this huge event for years, ordering eclipse glasses and organizing education and entertainment events and preparing their cities for massive influxes of people. Hotels and campsites along the path of totality in Oregon are already fully booked with eclipse travelers.

However, we are not behind.

Columbia has been working behind the scenes for more than 6 months on a marketing and promotions campaign to highlight our region and attractions, and to encourage travel to the Columbia region during the eclipse weekend to create a massive economic impact.

The Total Solar Eclipse Capital of the East Coast

Throughout the long weekend of August 18-21, 2017, attractions, cultural institutions, hospitality and retail businesses in Columbia, S.C. -- the total solar eclipse capital of the East Coast -- will host special eclipse-related events leading up to nature's grandest spectacle.

This once-in-a-lifetime event will leave a lasting Impression on the region and its visitors. It is quite realistic that tens of thousands of visitors will flock to the Columbia area to watch the eclipse, from as far away as the Northeast U.S. and Europe.

Three committees have been working to brand our region's Total Eclipse Weekend Columbia, S.C., campaign, provide information to appropriate organizations, inspire our local attractions to plan events, and fundraise to make it possible to spread the word far and wide that Columbia, S.C., the New Southern Hot Spot, will be the only place to be during the total solar eclipse.

Organizations have several unique visibility opportunities to be a part of this incredible phenomenon.

"For those who choose to experience this eclipse outside the path, a partial eclipse is all they will see. Even if the sun is 99.9% eclipsed for these observers, they will not experience the full, jaw-dropping, knee-buckling, emotionally-overloading, completely overwhelming spectacle that is totality."

- Dan McGlaun, veteran of twelve total solar eclipses



SPONSORSHIP OPPORTUNITIES

The TEW steering committee has decided that any and all visitors and institutions participating in the eclipse festivities should have access to free eclipse glasses. Glasses will be available through participating attractions and organizations as well as local distribution centers throughout the region for at least one month prior to the TEW.



INVESTMENT: \$75,000

INCLUDES

- Sponsor logo on 200,000 TEW solar eclipse glasses available for free distribution (coordinated by the TEW committee)
- Recognition as glasses sponsor on the following communications platforms:
 - Special press release announcing sponsorship of 200,000 glasses
 - Website
 - E-marketing
 - Promotional materials
- 5,000 complimentary pairs of glasses



INVESTMENT: \$50,000

INCLUDES

- Sponsor logo on 100,000 TEW solar eclipse glasses available for free distribution (coordinated by the TEW committee)
- Recognition as glasses sponsor on the following communications platforms:
 - Website
 - E-marketing
 - Promotional materials
 - Glasses (100,000 pairs)
- 4,000 complimentary pairs of glasses



INVESTMENT: \$35,000

INCLUDES

- Sponsor logo on 75,000 TEW solar eclipse glasses available for free distribution (coordinated by the TEW committee)
- Recognition as glasses sponsor on the following communications platforms:
 - Website
 - E-marketing
 - Promotional materials
 - Glasses (75,000 pairs)
- 3,000 complimentary pairs of glasses



INVESTMENT: \$15,000

INCLUDES

- Sponsor logo on 25,000 TEW solar eclipse glasses available for free distribution (coordinated by the TEW committee)
- Recognition as glasses sponsor on the following communications platforms:
 - Website
 - E-marketing
 - Promotional materials
 - Glasses (25,000 pairs)
- 2,000 complimentary pairs of glasses



ECLIPSE GLASSES DISTRIBUTION LOCATION SPONSOR

Official Total Eclipse Weekend Columbia, S.C., eclipse glasses will be available to the public for free and will be distributed throughout the Midlands in the following exclusive ways:

1. At attractions' special events who opted to receive free glasses for patrons through the official TEW campaign
2. **At a sponsor's distribution locations. These locations will be the only public option for patrons to pick up free glasses to witness the eclipse.** Glasses are scheduled to be distributed at least one month prior to the eclipse and the TEW marketing team will drive traffic to these distribution centers for patrons to access them for free.

**MULTIPLE
LOCATION
SPONSOR**

INVESTMENT: \$20,000

INCLUDES

- Identified as the eclipse glasses distribution location:
 - Website
 - E-marketing
 - Promotional materials
- Promotional signage identifying your location as the official distribution point for glasses