



Sponsorship Opportunities

The Sun Fun returns to the Oceanfront Boardwalk District June 2 – 3, 2017! We would like to thank the Myrtle Beach Chamber for one again allowing us to bring the Sun Fun Festival back to Ocean Boulevard. Sun Fun returns with two days of beach music, dancing, games, children’s activities, the Sun Fun Parade, and much more. Below are several opportunities for area businesses to get involved. If you are interested in getting involved, but do not see an opportunity that fits your business’ specific needs, please contact OMA so that we can tailor something specifically for you. Please see the attached sheet for the benefits of the sponsorship levels.

Sponsorship Level	Amount	Availability
Presenting Sponsor	\$10,000	SOLD
Title Sponsor* *Naming Opportunity on your choice of the following: Friday Night Opening Ceremony with Too Much Sylvia Saturday Night featuring the Swingin’ Medallions Saturday Morning Sun Fun Parade	\$3,000	
Sponsor	\$1,000	
Partner	\$500	
In-Kind Sponsor (Print, Media, Advertising, Hotel room nights)	Will receive sponsorship benefits equal to in-kind contribution	
Sand Sculpture Sponsor	\$5,000	

If you are interested in Sponsoring, or in entering the Sun Fun Parade or having a game booth at Plyler Park, please contact Michelle Kerscher at 803.600.6012 or michelle@gaydolphin.com.



Benefits of Sponsorship

	Presenting Sponsor \$10,000	Title Sponsor \$3,000	Sponsor \$1,000	Partner \$500	In-Kind Sponsor (Varies)	Sand Sculpture Sponsor \$5,000
Exclusive Sponsorship, Sun Fun Festival Presented by...	•					
Special recognition in all event ads, communications	•	•			•	•
Company name included in press releases	•	•	•		•	•
Logo included in all advertisements	•	•	•	•	•	•
Naming opportunity for the event of your choice		•				
Recognition from the Stage at Kick-Off Event	•	•	•	•	•	•
Logo on Plyler Park Stage	•	•	•	•	•	•
Game Booth in Plyler Park	•	•	•	•		
Parade Entry	•	•	•	•	•	•
Inclusion in Social Media Promotions	•	•	•	•	•	•
Logo and recognition on event website	•	•	•	•	•	•
Inclusion in Email Blasts	•	•	•	•	•	•
Logo on Entrance Banners	•	•	•	•	•	•

Parade Entries

Type of Organization	Float (Any Size)	Golf Cart/Car
For-Profit Business	\$100	\$50
Non-Business/Social Club	\$25	\$15
Non-Profit	FREE	FREE
School	FREE	FREE

Plyler Park Games

Type of Organization	
For-Profit Business	\$100
Non-Business/Social Club	\$50
Non-Profit	FREE
School	FREE

Participating organizations are responsible for their own tents, tables, prizes, and any other item necessary for game operation. All games must be selected from an approved list, or pre-approved by OMA prior to May 20. If you need assistance with obtaining a tent, table, prizes, or other items, please contact OMA prior to May 10. There will be a cost, depending on the item needed.