

2017 SPONSORSHIP INFORMATION



CHARLESTON COFFEE CUP

THE SEARCH FOR THE BEST CUP IS ON

Celebrate the Southeast's thriving coffee culture at Charleston's premier caffeinated event!

The fourth annual Charleston Coffee Cup will provide the opportunity to explore a diverse variety of high-quality roasters and charming coffee shops. This unique event will feature delicious tastings, latte art competitions, a roasters' challenge, chef demos, artisans, educational opportunities, a kids' zone and much more.

Awards will be given in each high-stakes competition. The winner of the dairy latte art competition will receive a \$500 cash prize and the leading non-dairy latte art competitor will take home \$200.

The winner of the roasters' challenge will be featured in full-page ads in Roast Magazine and Barista Magazine. The winner also will receive a 4th Annual Charleston Coffee Cup's "Best Roast Winner" badge to post on their website. Finally, the winner will be recognized on the official Charleston Coffee Cup website.

Over one thousand guests will delight in this food and beverage experience, which pairs the Southeast's best brews with sweet and savory treats from Charleston's vibrant restaurant scene.

There will be educational opportunities for the general public to learn more about each element of the coffee industry — from the grower to the cup. There will even be technical demos for coffee aficionados.



DETAILS

WHEN

Sunday, November 5, 2017
10 a.m. to 3 p.m.
Industry Hour begins at 9 a.m.
VIP entrance begins at 10 a.m.
General admission
begins at 11 a.m.

WHERE

Memminger Auditorium
56 Beaufain Street
Downtown Charleston

WHO

1000+ guests throughout the day
50 roasters, brunch purveyors,
artisans & coffee-related
businesses

WHAT

Educational opportunities
Great exposure
Music & family-friendly activities
Latte art & roaster competitions

COMPETITIONS

Leading roasters from around the Southeast will compete for the title of Best Roast. A team of experts, led by the Balzac Brothers & Co. will crown the best caffeinated cup, and the winner will be featured in full-page ads in Roast Magazine and Barista Magazine and will receive a plaque to display in their shop. Event guests will vote for their favorite brew as roasters compete for the People's Choice Award. The winner will receive a plaque to show off back home.

Our guests enjoy the excitement of the head-to-head dairy and non-dairy latte art competitions between their favorite baristas and challengers from around the Southeast. The dairy competition, which offers opportunities for sponsorship, will send one winner home with a \$500 prize. The non-dairy competition, hosted by Pacific Foods Barista Series, will send its first-prize winner home with \$200.

AWARDS

BEST ROAST

2014 Winner: Counter Culture
2015 Winner: Revelator Coffee Co.
2016 Winner: King Bean Coffee Roasters

PEOPLE'S CHOICE

2014 Winner: Cup Fine Coffee Roasters
2015 Winner: King Bean Coffee Roasters
2016 Winner: Red Rooster Coffee Roasters



CHARLESTON COFFEE CUP SPONSORSHIP OPPORTUNITIES

The Charleston Coffee Cup offers sponsorship opportunities tailored to fit all kinds of businesses — large and small. Our three levels of roast sponsorship — Bold Roast, Medium Roast and Light Roast — deliver a wide range of coverage through print media outlets, local radio, social media and event exposure.

You can also make an impact at this exciting event by sponsoring one of our VIP lounges or by sponsoring a round of the crowd-favorite head-to-head latte art competition.

Explore your options and find out the right way to get involved in this exciting event.

LOUNGE SPONSOR

The VIP Lounge provides a relaxing space for guests to enjoy coffee and watch the competitions.

Lounge sponsors' company names and logos will be prominently displayed, and sponsors will have the opportunity to place promotional materials around their designated lounge areas.

Each lounge sponsor may send a representative to manage the lounge and network with guests.

LATTE ART SPONSOR

The latte art competition is one of our guests' favorite events at the Charleston Coffee Cup. Baristas compete head to head, and the winner of the challenge will take home a cash prize. See all of the benefits in the breakdown on the next two pages.

Sponsoring a round of this competition delivers fun, positive exposure! For information on sponsoring a single round, please email buzz@charlestoncoffeecup.com.



CHARLESTON COFFEE CUP

SPONSORSHIP BENEFITS

IN PRINT	BOLD	MEDIUM	LIGHT	LATTE
Logo on full-page ad in Roast Magazine x2	✓			
Logo on full- page ad in Roast Magazine x1		✓		
Logo on full-page ad in Barista Magazine x2	✓			
Logo on one full-page ad in Charleston City Paper		✓	✓	
Logo on two full-page ads in Charleston City Paper	✓			
Logo on one quarter-page ad in Charleston City Paper	✓			
Logo on postcards sent to potential vendor participants throughout Southeast	✓			
Logo on postcards distributed at SCA Coffee Event	✓			
Mention in MailChimp newsletter sent to 2016 event attendees (>1100)	✓	✓	✓	

RADIO	BOLD	MEDIUM	LIGHT	LATTE
Opportunity to speak live on air with 105.5 The Bridge with city-wide outreach	✓			
Mention as presenting sponsor in unique 105.5 The Bridge radio ads	✓			

SOCIAL MEDIA	BOLD	MEDIUM	LIGHT	LATTE
Promotion on social media outlets	✓	✓	✓	✓
Monthly mentions leading up to event (from time of signing contract)	2/month	1/month	3 total	2 total
Featured in sponsored ad on Facebook	✓			
Featured in sponsored ad on Instagram	✓			

PRE AND POST EVENT PRESS RELEASES	BOLD	MEDIUM	LIGHT	LATTE
Barista Magazine	✓			✓
Daily Coffee News & Roast Magazine	✓			✓
Charleston Coffee News	✓			✓
Various national and regional blogs	✓			✓

SPONSORSHIP BENEFITS

CHARLESTON COFFEE CUP WEBSITE	BOLD	MEDIUM	LIGHT	LATTE
Prominently placed hyperlinked logo	✓			
Logo on CCC Website with hyperlink		✓	✓	✓

PRE-CCC PROMOTIONAL EVENT	BOLD	MEDIUM	LIGHT	LATTE
Opportunity to host or develop a promotional event leading up to the event	✓			

AT THE EVENT	BOLD	MEDIUM	LIGHT	LATTE
Frequent mentions by MC	✓			✓
Use of one VIP lounge	✓			
Prominent logo displayed on rotation on screen	✓	✓	✓	✓
Banner on stage for latte art competition				✓
Speaking opportunity on coffee topic or demo of choice	15 min.	10 min.	10 min.	
One round sponsor of the latte art challenge	✓			
10x8 space with 2 tables and linens with choice of space	✓	✓	✓	
Power up to 6 circuits in space to act as pop-up shop (\$300 value)	✓			
Power up to 3 circuits in space to act as pop-up shop (\$150 value)		✓		
Power up to 2 circuits in space to act as pop-up shop (\$100 value)			✓	
Opportunity to sell promotional materials	✓	✓	✓	✓
Opportunity to provide 200 branded gift bags	✓			
Opportunity to place promotional item in gift bags	all gifts bags	all gift bags	all gift bags	all gift bags
Tickets to disperse at sponsor's discretion	5 VIP & 10 GA	5 GA	3 GA	
4 vendor badges and choice of booth space	✓			
3 vendor badges		✓	✓	

READY TO SPONSOR CHARLESTON'S FAVORITE CAFFEINATED EVENT?

Get involved with Charleston's premier caffeinated event. Each level of sponsorship offers its own unique benefits but, whatever level you choose, you are guaranteed excellent exposure and a fun opportunity to expand your customer base.

Here's the cost breakdown for each sponsorship level:

BOLD ROAST	MEDIUM ROAST	LIGHT ROAST	LATTE ART	VIP LOUNGE	LATTE ART (SINGLE ROUND)
\$10,000	\$4,000	\$2,500	\$2,000	\$1,500	\$250

LET'S DO IT

Contact Lori DeNicola at 843-814-4593 or buzz@charlestoncoffeecup.com.

